

Omni-channel Banking

Best practice and case studies



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EXECUTIVE REPORT

Omni-channel Banking: Best practice and case studies

Overview:

This executive report advises on current global best practice in omni-channel banking through a selection of case studies from around the world. The report seeks to offer an optimal approach to the development and implementation of an omni-channel banking strategy. The report focuses on the role, nature and trends in the core components of such a strategy. It assesses how channels best work individually and in combination to support or create a profitable retail banking business based on three high-level objectives; representing and projecting the bank brand; protecting and developing the bank's existing customer base; and, acquiring new customers.

[Published May 2017, 158 pages, Author: David Cavell]

Table of Contents:

SECTION A: CASE STUDIES

1. Bangkok Bank, Thailand
2. Bendigo and Adelaide Bank, Australia (BEN)
3. CaixaBank, Spain
4. Deutsche Bank, Germany
5. Garanti Bank, Turkey
6. Huntington National Bank, USA
7. ICICI Bank, India
8. ING Group, Netherlands
9. Mastercard Europe
10. mBank, Poland
11. Moven, USA
12. Rivermark Community Credit Union, USA
13. Vietnam Prosperity Bank (VPB)
14. Wells Fargo bank, USA

SECTION B: ANALYSIS

15. Banking Labs
16. Channel options - new generation digital channels
17. Channel options – the legacy channels
18. Omni-channel strategy development
19. Omni-channel strategy - key related issues
20. Conclusions

Table of Figures:

- Figure 1: One of over 300 community branches
- Figure 2: A new generation of CaixaBank branches
- Figure 3: Stylish Quartier Zukunft café open to all
- Figure 4: Relaxed and open ambiance
- Figure 5: Working in the 'Greenhouse'
- Figure 6: The modern Garanti Bank branch
- Figure 7: Garanti Bank interior with digital facilities
- Figure 8: Advanced mobile banking with eye scanning

Table of Figures (continued):

- Figure 9: ICICI Bank Touch Banking branch
- Figure 10: The ING Virtual Store
- Figure 11: ING Direct's iconic 'pumpkin', Italy
- Figure 12: consumer views of digitalisation
- Figure 13: Consumer device preferences
- Figure 14: Trends in authentication methods
- Figure 15: Digital engagement by region
- Figure 16: The mBank light branch
- Figure 17: The exciting light branch interior
- Figure 18: Share of interactions through channels
- Figure 19: Moven operates direct and with partners
- Figure 20: The transformed interior of Rivermark
- Figure 21: Interactive Teller Facility extended hours
- Figure 22: The luxurious Gold Club lounge
- Figure 23: VP Bank's new style banking hall
- Figure 24: VP Bank online registration with KYC
- Figure 25: Wells Fargo channel usage and frequency
- Figure 26: Customer interactions (million) 2013-2015
- Figure 27: The BBVA Innovation Centre in Madrid
- Figure 28: An eye-catching facility
- Figure 29: The Nationwide NOW video service
- Figure 30: Digital screens deployed at Commerzbank
- Figure 31: Wearable innovation at Caixabank
- Figure 32: TTW and interior of a PNC pop-up branch
- Figure 33: Caixabank smart television banking
- Figure 34: The futuristic in interior of dotFNB
- Figure 35: Number of bank branches worldwide
- Figure 36: Commercial Bank of Dubai digital kiosk
- Figure 37: Typical branch sizes and facilities
- Figure 38: Customer and staff member interact digitally
- Figure 39: The home of First Direct in Leeds, UK

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