Omnichannel Banking: A Story of Universal Readiness

Consumers want banks to provide more personalized financial advice and services delivered through merged channels

Omnichannel Branch

Personal Attention	Expert Advice	New Advisory Services	Video Link to Remote Experts	Interactive Displays	In-branch Mobile/Social

Thirst for In-branch Advice...

65% 56% 81%
Prefer branch for rich advice and personalized attention

26% 34% 13%
Would switch banks if branches reduce focus on advice and personal attention

83% 79% 93%
Open to new advisory services including tax, legal, and financial education

...Delivered In Person and Virtually

2.5 1.9 3.4
Number of monthly branch visits by mobile banking users

28% 23% 43%
Value video access to remote experts from bank branches

76% 78% 72%
Prefer virtual channels for basic banking transactions

Driver: 49% dissatisfied with banking services

Transformation in Emerging – Evolution in Developed
Emerging countries demand change while developed countries are ready for it

Driver: Cost pressures, margin compression

Globally | Developed | Emerging

Source: Insights from the Cisco IBSG "Winning Strategies for Omnichannel Banking" Survey, 2012

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