

#cfrresults

Rethink Convenience

Insights from Cross Financial

Convenience - reduction to the simplest and fastest execution to achieve a desired result.

If you could only focus on one part of your customer experience (CX) in 2021, consider directing your attention to informing customers about how your financial solutions will help them reach their goals. Every customer has goals. It might be to survive a financial crisis, save for a large purchase, fix a short-term money problem, react to a major life event, or plan for the future with confidence.

Changes In Old Habits

Your customers have experienced a lot of change in 2020. Changes that turned old habits and expectations, up-side-down. Changes that produced uncertainty, loss, maybe even depression or grief. The kind of changes that erode stability and customer confidence.

In 2021 bankers need to help customers restore confidence in their finances and the resources available from community banks. And, we need to do it conveniently...with simple and fast solutions to achieve the desired result.

The solution might be a loan or a savings account. It might be a retirement account or a comprehensive financial plan. You will know what they need as you expand your communications and deepen your relationship knowledge. It is time to get personal.

Leverage Digital

Leverage your amazing virtual and digital connections to add convenience to your communications. Proactively introduce customers to solutions they could be utilizing to interact with you, conduct their banking transactions, or maybe learn something new about money management. Connect them to relevant solutions and watch how it impacts customer confidence, relationship satisfaction, and profitability.

The results will be positive.

