Post-Work
VBA MDP Marketing Session

If you could improve one customer experience at your bank, what would it be? How would you go about identifying the problem, building a case, and presenting the solution?

Identify the problem:

(What is it you want to solve? Describe where the customer experience in your bank is broken or less optimal or efficient for your end customer.)

Build your case:

(What evidence do you have that this is a poor customer experience? Do you have data to back it up, anecdotal evidence from other employees, customer complaints, etc.?)

Provide a solution:

(How can your bank make this experience better? New technology, improved data, a new process? If an investment is required, is there an immediate opportunity to test and improve without a lot of capital?)