REACH CUSTOMERS WHERE THEY ARE

THROUGH OMNI-CHANNEL EXPERIENCES

CREATING A CONNECTED EXPERIENCE
across web, mobile and social channels is increasingly important in the Financial Services industry. You may not be able to predict how each customer will access services at any time, but creating an omni-channel experience ensures they can interact with you seamlessly, when and how they prefer.

FINANCIAL SERVICES INSTITUTIONS MUST BE PREPARED
to support diverse use patterns as customers broaden their banking horizons.

- 85% use branch services
- 83% use personal computers
- 47% use mobile devices

End-to-end digitalization lays the groundwork for data and process integration across channels.

Both IT and LOB stakeholders must develop a strategic, partnerable approach to establish an omni-channel experience.

Finding success with omni-channel operations hinges on services that are convenient, continuous, consistent and contextual.

Providing a seamless customer experience at every touch point gives your institution a unique competitive edge.

Embrace an omni-channel strategy to realize more satisfied and loyal customers with Appian’s Digital Transformation Platform.

Appian