



TEMENOS

THE BANKING SOFTWARE COMPANY

Top 7 Ways to Improve Banking Customer Acquisition

Many banks give customers the opportunity to apply for their products online, however, the digital experience is not always effective.

Have you ever tried to apply for a bank account online only to be left gasping at how complicated and lengthy the experience is?

Temenos's research on digital banking shows:

89%

abandonment of current account applications

93%

abandonment of credit card applications

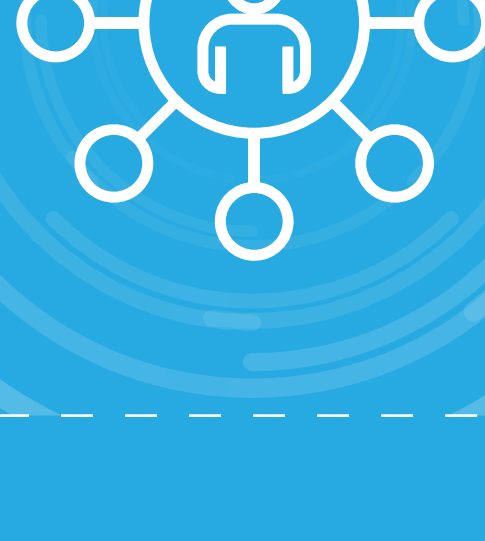
85%

abandonment of loan applications

At Temenos, we believe it shouldn't be that difficult. We would like to share our best practices, based on working with financial institutions of all sizes around the world. Knowing and understanding these Top 7 Best Practices will enable you to design successful digital applications, which will deliver a frictionless customer experience and increase digital sales. The practices are:



#1



Design from your customer in.

#2

Leverage pre-fill and validation services.



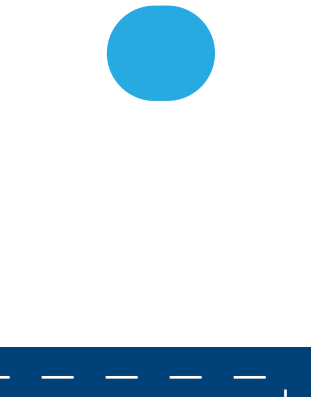
#3

Generate and nurture leads.



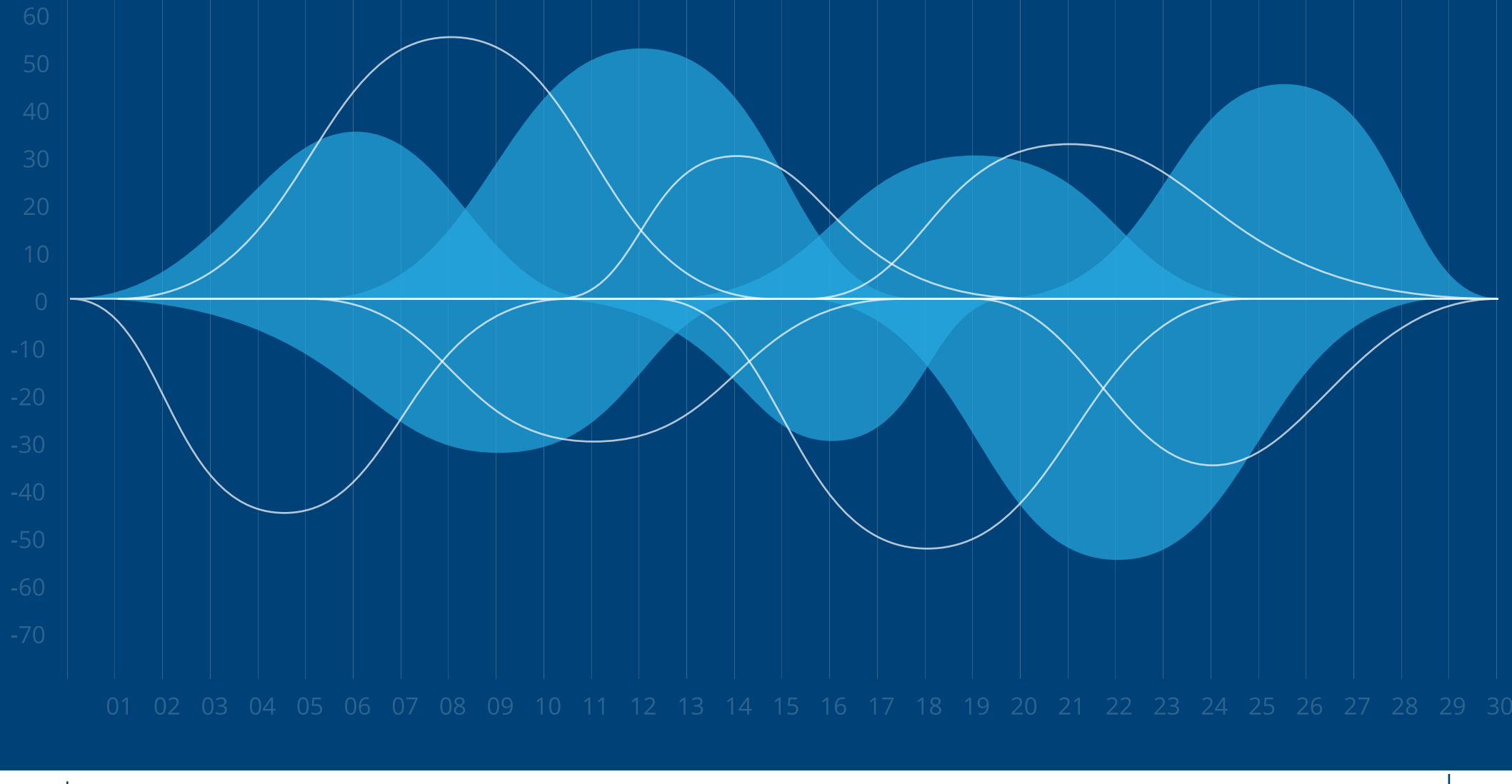
#4

Minimize fields and ask why?



#5

Use data to continuously improve.



#6

Ask tough questions last.

#7

Make it a conversation not an interrogation.

