

Transforming Banking Experience in the Digital Era

**Digital disruption** in Banking has come a long way since its inception about a decade ago, with the pandemic providing further surge. This disruption is powered by digitization in all aspects of banking with innovative and adaptable solutions. Digital integration has transformed the way BFSI sector operates and delivers value to customers. Customer centric BFSI brands, today, need a robust strategy which is built on **CX, Rewards and Technology**.

**Resource of the Month**



**CRM in Banking & Financial Services**

Customer Relationship Management (CRM) in Banking, Financial Services, and Insurance (BFSI) companies is critical to their development and progress. CRM for banks today is not only imperative but a key driving force where customer retention is concerned.

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**Product of the Month**

**CRM & Loyalty Offering for BFSI**

Spark customer actions with our cutting-edge CRM solution



Loyalty & Rewards



Customer Experience



Analytics & Campaign

[Know More](#)

**Industry Insights**

**53%**

of consumers have changed their primary financial service provider after not being listened to by the bank. - Everfi

**22%**

of consumers are using online and mobile app channels 10+ times per month for their banking needs. - Deloitte

**Latest Event**



**Soumya Chatterjee of Easyrewardz speaks on Transforming Banking Experience in the Digital Era**

Listen to Soumya Chatterjee (Co-Founder & CEO) Easyrewardz, a leading 360-degree Customer Lifecycle Management solution provider, in conversation with Senior Special Correspondent, ET Government on 'Transformation of the Banking Experience in the Digital Era'

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**In Conversation With**

Banking 4.0 is imminent. Superior solutions threaten almost every aspect of the bank's traditional value chain (deposits, loans, payments, even trust). This is a time when an acute understanding of and relentless focus on customers will determine who survives. Banks should concentrate on reducing friction in their relationships with their customers on the one hand and improving their customer value propositions on the other. Reinvent themselves. Banks have massive advantages: decades of data and relationships with millions of customers. Strong brands. Deep pockets. Sure, customers no longer love, respect and trust their banks the way they did. However, banks can still win. All it takes is to face the impending reality and fix their customer experience and value proposition. The next decade promises to be exciting. Much will change. Who will win? The consumer hopefully.



**G. Ajay Row**  
CRM, Loyalty & Data-Driven Marketer, Entrepreneur, Consultant & Advisor

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