Data-driven banks deliver a better customer experience

Do more for your customers—and your bottom line—with rich data insights

When you understand the customer journey, you can deliver the innovative products and services your customers expect. Data analytics is the key.

With an integrated data analytics platform, you can analyze every transaction and click, unlocking insights that lead to a remarkable customer experience.

Customer experience matters more than ever

72%

72 percent of businesses say customer experience management is their top priority. [1]

DATA-DRIVEN ORGANIZATIONS HAVE A DISTINCT ADVANTAGE [2]

23x more likely to acquire customers

6x as likely to retain those customers

19x as likely to be profitable as a result

BANKS NEED TO THINK STRATEGICALLY TO SEE THE BENEFITS

What percentage of retail banks have a formal customer experience strategy? [3]

37%

It's time for banks to lead with **data analytics** and improve the **customer experience** across every channel.[4]

Consistency — Build a consistent customer experience, whether customer is in a branch, using an app, or engaging with a chatbot.

Personalization — Create targeted products and services that anticipate needs based on demographic and behavioral data.

Security — Prevent fraud before it happens by applying algorithms that detect unusual account activity.

BRICK AND MORTAR BANKING? IT'S STILL A THING.

Over 50% of U.S. bank customers prefer to do banking at a branch [4]
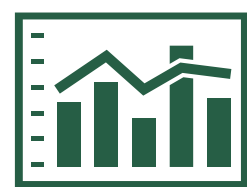
50%

LEARN MORE ABOUT IMPROVING CUSTOMER EXPERIENCE WITH TABLEAU

Read '3 Ways Data is Changing Customer Experience in Banking'

Explore our Banking and Securities and Investments solutions page

Test-drive banking dashboards on Tableau Public

About Tableau

Tableau helps people see and understand their data. Quickly connect, blend, and visualize your data with a seamless experience from the PC to the iPad. Create and publish dashboards with automatic data updates, and share real-time insights with colleagues, teams, executive leaders, or partners—no programming skills required. Try it for free today!

[1] https://www.forrester.com/72+Of+Businesses+Name+Improving+Customer+Experience+Their+Top+Priority/-/E-PRE9109

[2] https://www.forbes.com/sites/adigaskell/2016/10/28/becoming-a-data-driven-organization/#20f289941210

[3] https://thefinancialbrand.com/63654/banking-customer-experience-research-survey/

[4] https://www.bain.com/insights/evolving-the-customer-experience-in-banking/

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