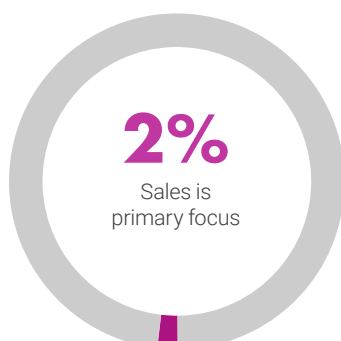
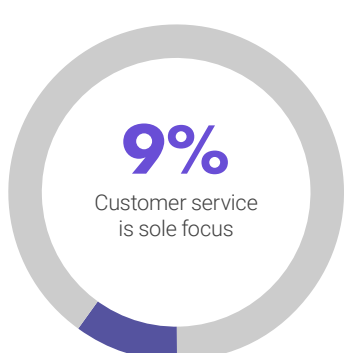


# SALES OR CUSTOMER FOCUSED?

Banks Evolution to Customer-Driven Sales

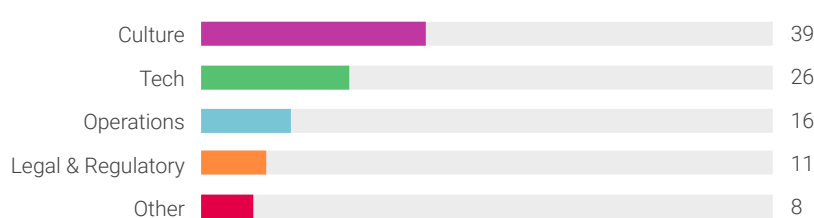
Banks have Varying Focus on Sales and Customer Support

Banks are paying lip service to customer-centric banking?  
An overused term but under-exploited service.



**48%**  
think customer centricity is over used

## The Biggest Obstacles to Achieve Customer-Driven Sales



for those where technology is the biggest obstacle, the top three toughest barriers to optimizing sales performance are...



**56%**  
Core Systems



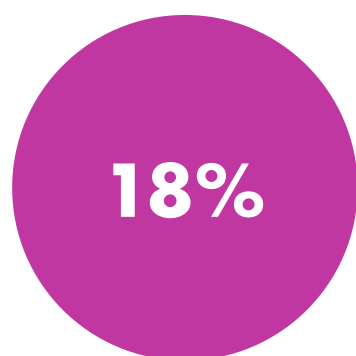
**49%**  
CRM



**44%**  
Predictive Analytics

## Deep Dive: The Technology Issues Causing the Most Pain to the Sales Team

Products & Services



ranked 'Slow Time to Market' as the most painful



ranked 'Inability to Create Custom Made' as the most painful

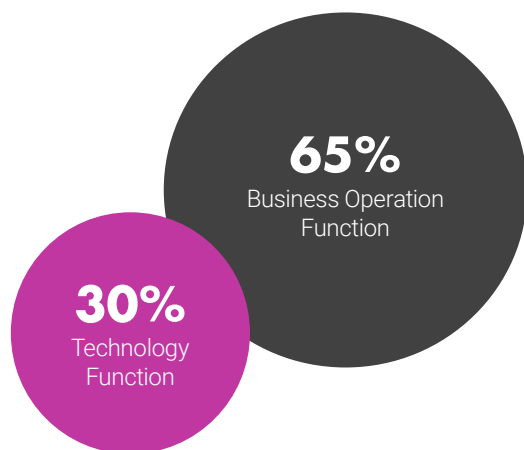
Banks predict dramatic change in digital effective sales channels.

The percentage of banks performing more than 10% of sales via digital is predicted to LEAP from 13% today, to 75% in 2018.



**"One in five banks still only perform 1% of sales via digital channels"**

## Methodology



**ARE YOU SALES OR CUSTOMER FOCUSED? OR BOTH?**