

7-point checklist to elevate your bank's customer experience

1	Product information	<input type="checkbox"/>	Crucial details i.e. eligibility criteria, minimal balance, charges & rates
		<input type="checkbox"/>	Services provided i.e. internet banking, bank statements, debit card/ATM
		<input type="checkbox"/>	Documents needed to open an account
		<input type="checkbox"/>	Exact steps to take to open an account
2	Information design	<input type="checkbox"/>	Information should be readily available and intuitive to search for
		<input type="checkbox"/>	Clear call to action (CTA) for customers
3	Aestheticism	<input type="checkbox"/>	Clear fonts in readable sizes
		<input type="checkbox"/>	Clean website layout
		<input type="checkbox"/>	Fun graphics
		<input type="checkbox"/>	Gamification points throughout the website
4	Account opening process	<input type="checkbox"/>	Customers can kickstart the process online
		<input type="checkbox"/>	Branch appointment system to eliminate queueing time
5	Documents required	<input type="checkbox"/>	IC as the only requirement for local customers
6	Customer support	<input type="checkbox"/>	Self service mediums e.g. chatbots
		<input type="checkbox"/>	Social media channels e.g. WhatsApp to provide help
7	The right metrics to track CX success	<input type="checkbox"/>	Evaluate the abandonment rate against total onboarding attempts
		<input type="checkbox"/>	Measure time required to complete the digital self-service account opening process