

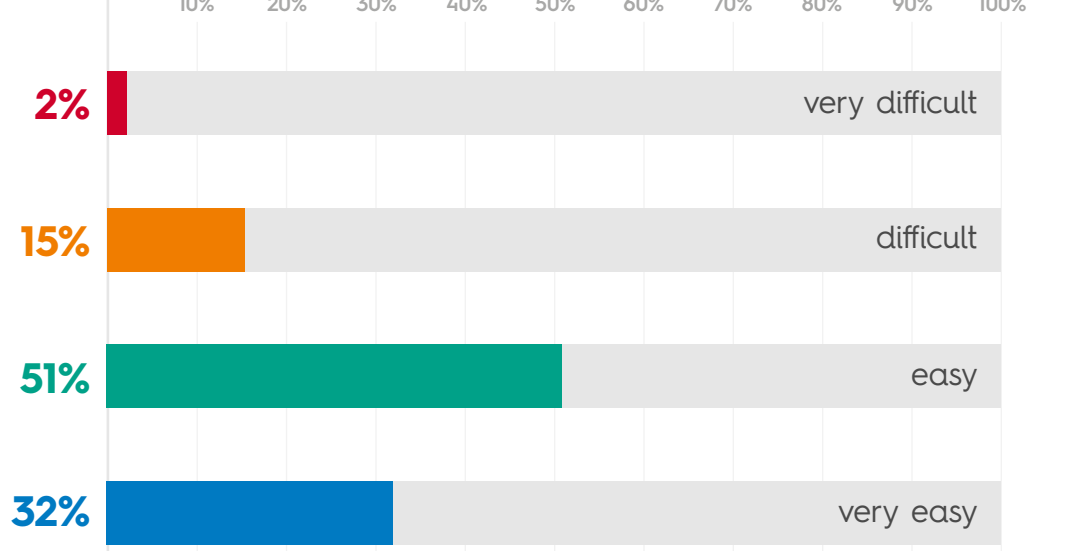
Challenges faced by the banking sector when onboarding vulnerable customers

We conducted a survey of 100 IT and Customer Service decision makers within banking in the UK to find out how they perceive the onboarding experience for customers, and in particular those in vulnerable circumstances.

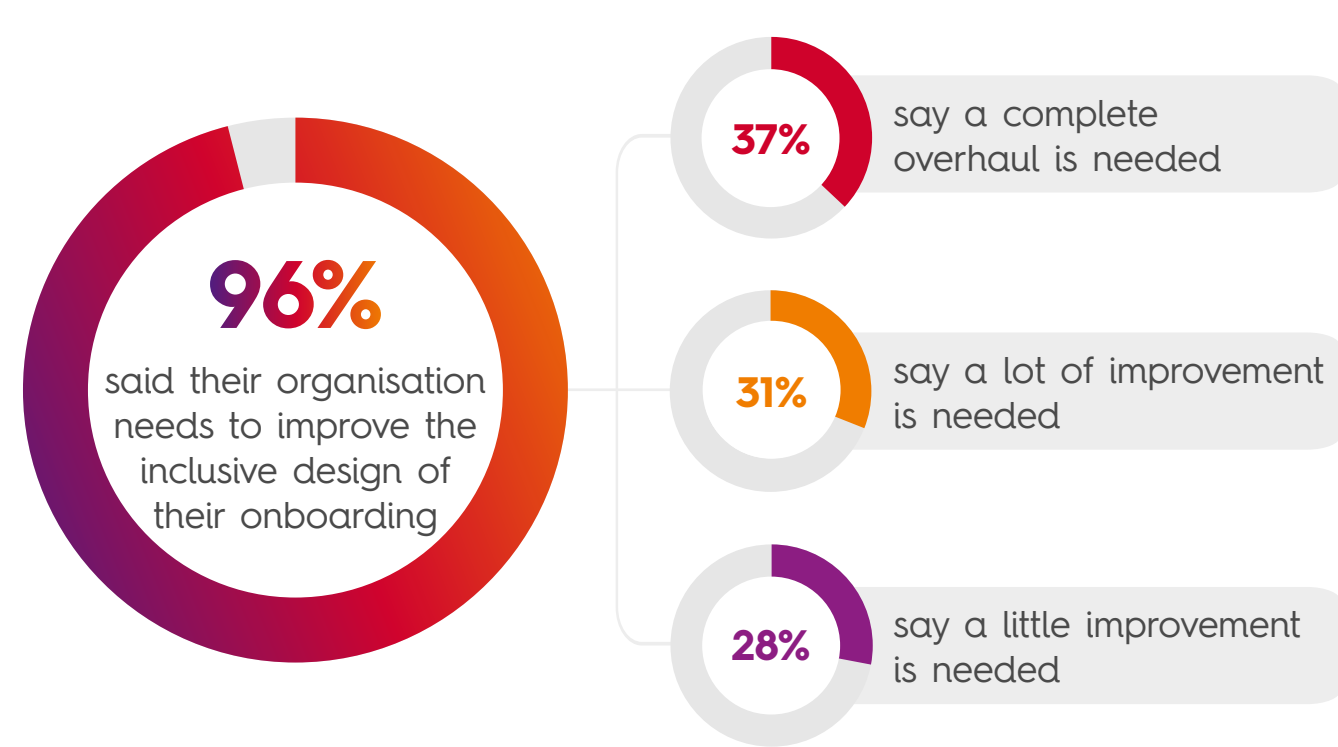
Let's take a look at what we discovered from the survey.

Onboarding experience

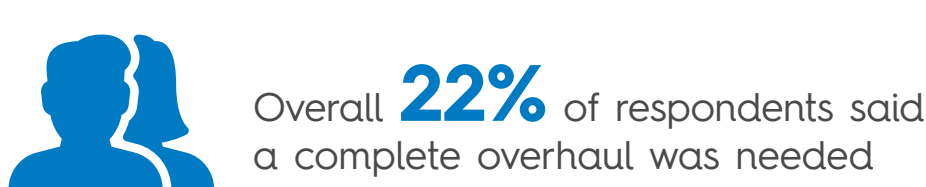
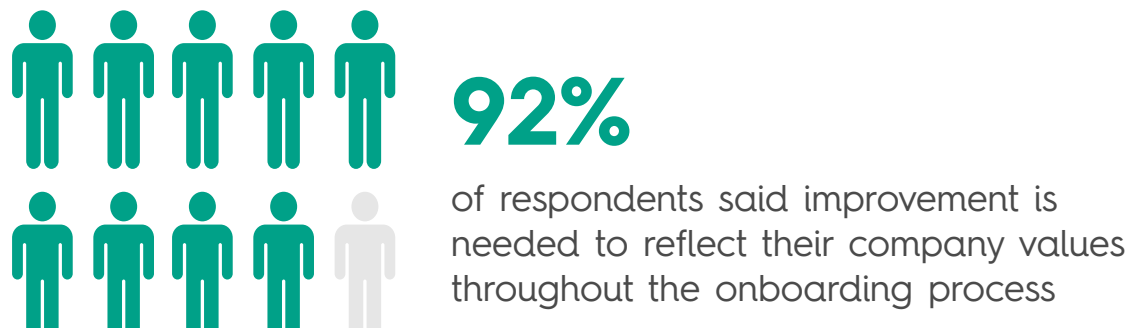
How would your customers rate the onboarding experience in your organisation?



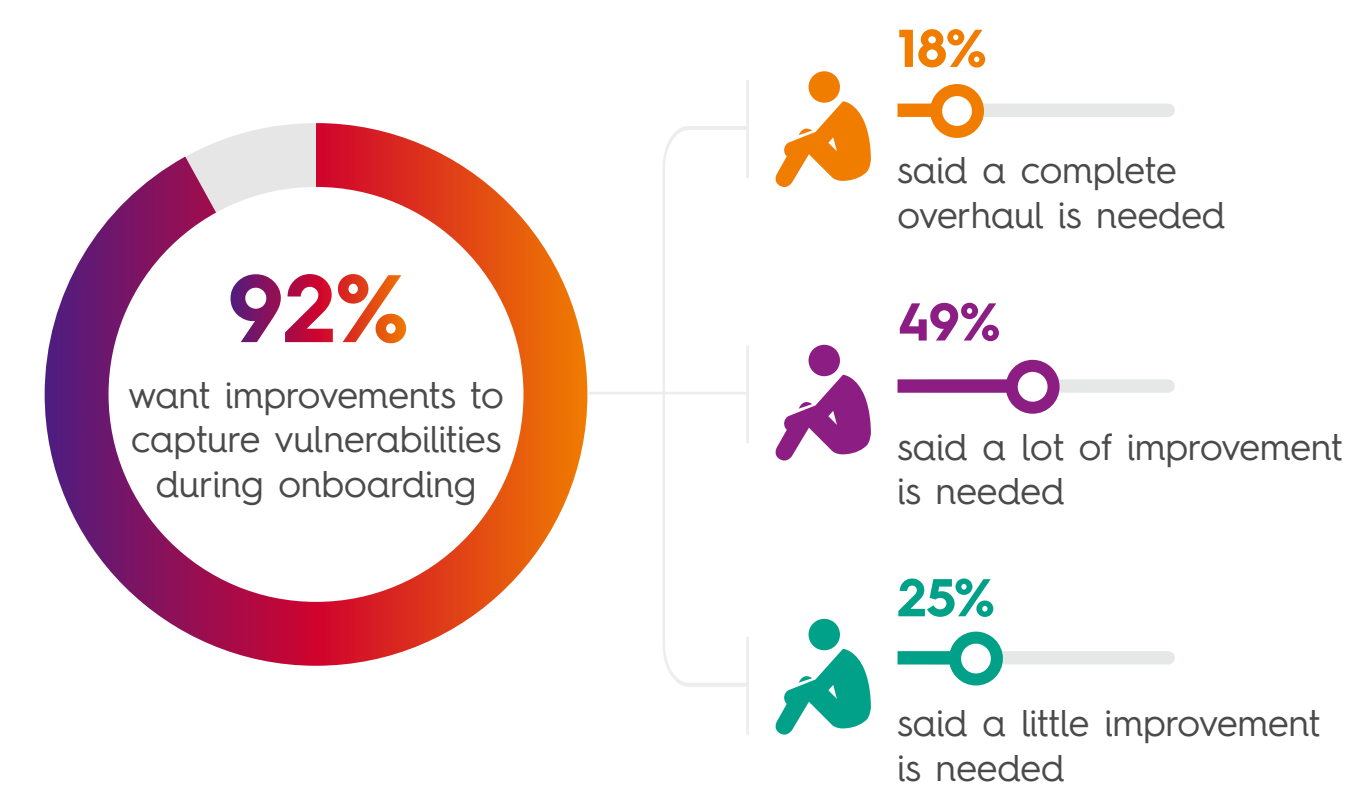
Customer onboarding improvement in inclusive design



Company values



Disclosure of vulnerable circumstances

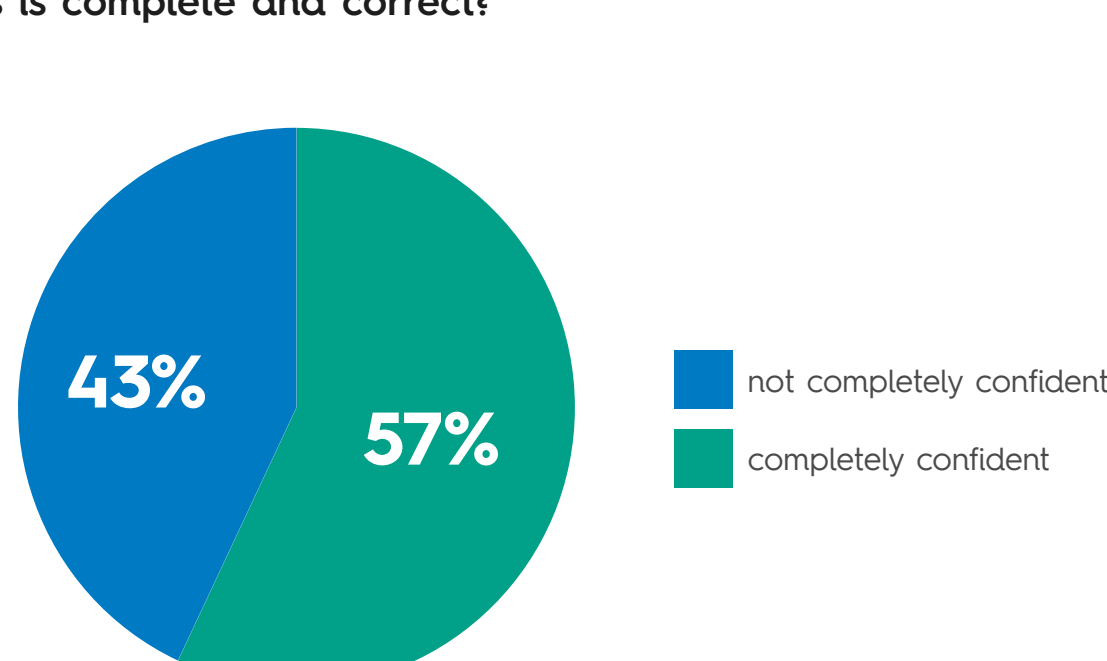


Using customer data

How confident are you that you use customer data to effectively identify indicators of customer vulnerability?

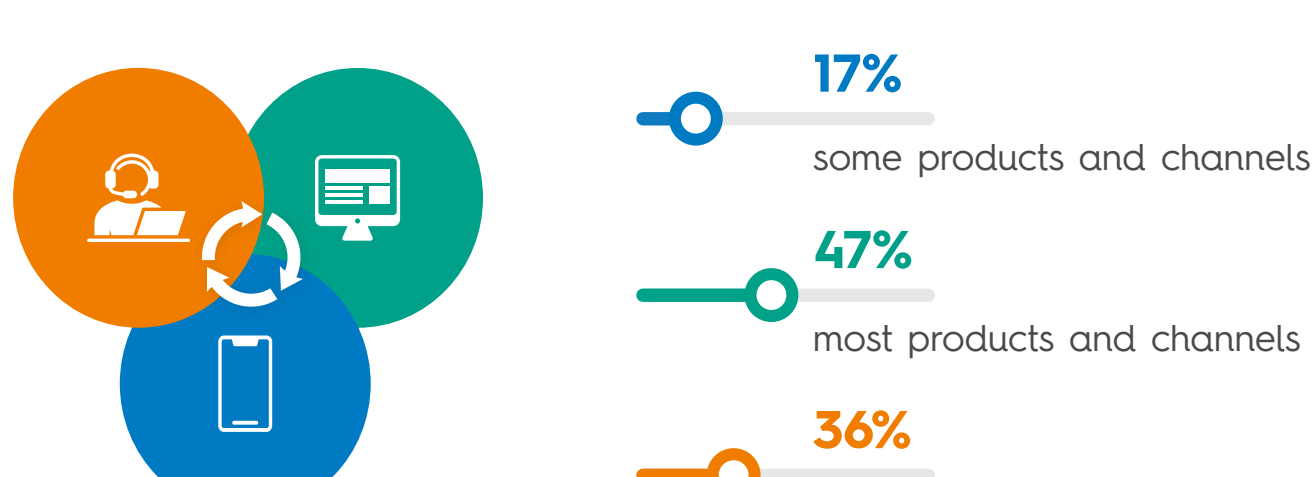


How confident are you that the data held on customers' support needs is complete and correct?



Single customer view

Do you have a single customer view, across all products and channels?



Customer-facing technology

