

DIGITAL EXPERIENCE INVESTMENTS PAY OFF

Data from our latest Digital Experience Index is crystal clear: Financial institutions like Capital One and PayPal see better business outcomes and increased customer loyalty by improving the digital customer experience.

WHY IS DIGITAL CX SO IMPORTANT?

When opening a new account, **70%** of banking customers would start the process in a digital channel

If the overall digital experience were ideal...

68% say it would eliminate the need to visit a branch

78% say it would eliminate the need to call a contact center

VISITORS WHO HAVE A GOOD DIGITAL EXPERIENCE WITH A FINANCIAL INSTITUTION ARE:



TWICE as likely to recommend the company



88% more likely to recommend the website



46% more likely to return to the website

FIND MORE STATS AND DEEPER INSIGHT IN THE DIGITAL EXPERIENCE INDEX.

[FORESEE.COM/DXI](https://foresee.com/dxi)

FORESEE