**Customer experience improvement in Banking**

Problem:

* Client goes to the bank only when opens the account or need mortgage
* They do everything electronically
* Meeting the client in person is very difficult, because they don’t go to the bank offices in person anymore
* Less opportunity for selling or cross-selling
* The first client-bank meeting is extremely important, when opening the bank account, because after that the bank will not see the client again
* Customers, especially millennials are more financially educated, they don’t need personal assistance for everyday banking

Question:

* How can the first meeting, the account opening process be more customer focused and result to high loyalty?
* Is it possible to develop/use a support IT system that helps Relationship Managers to enhance the first meeting customer experience and help with cross selling?