



# Build empathy

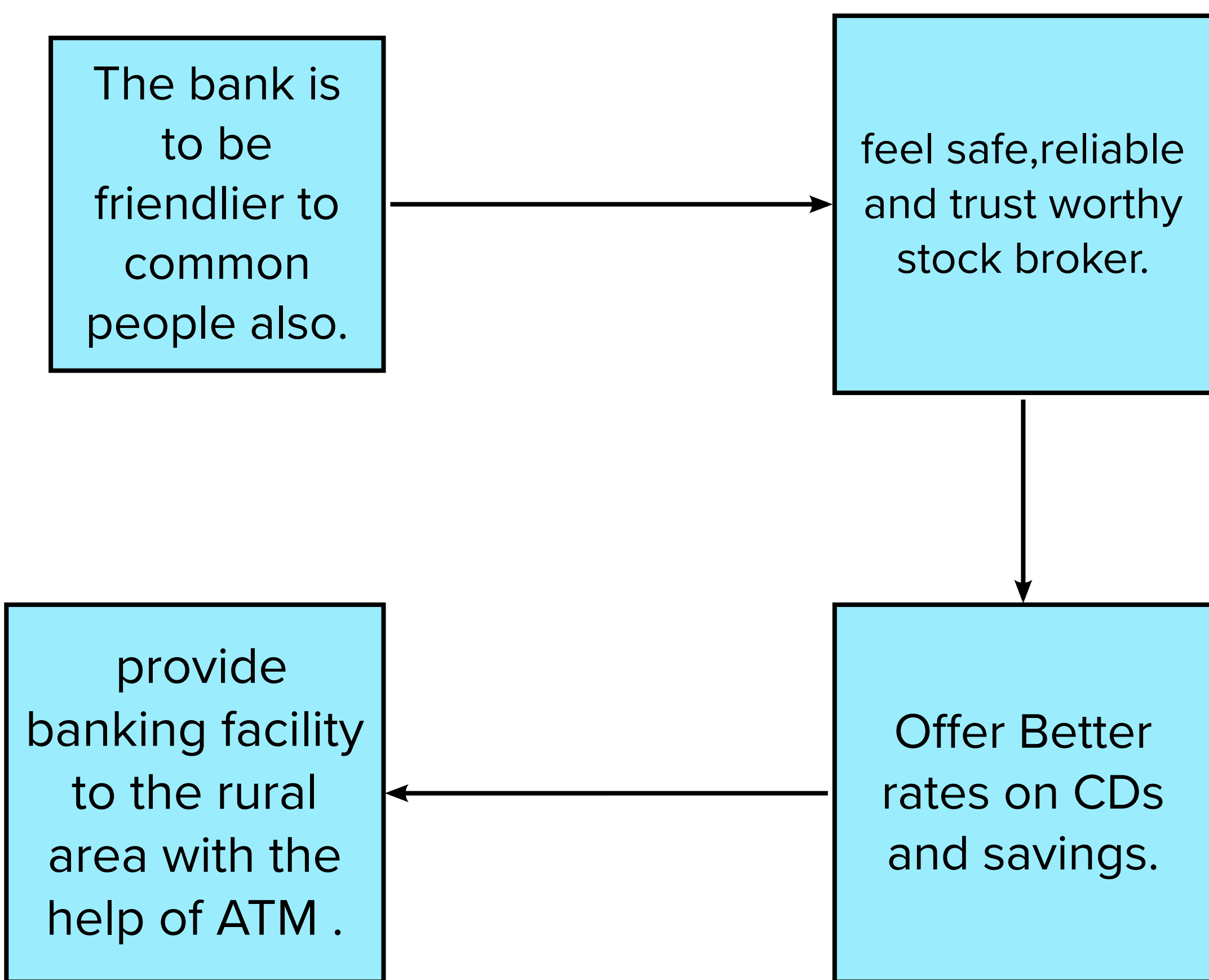
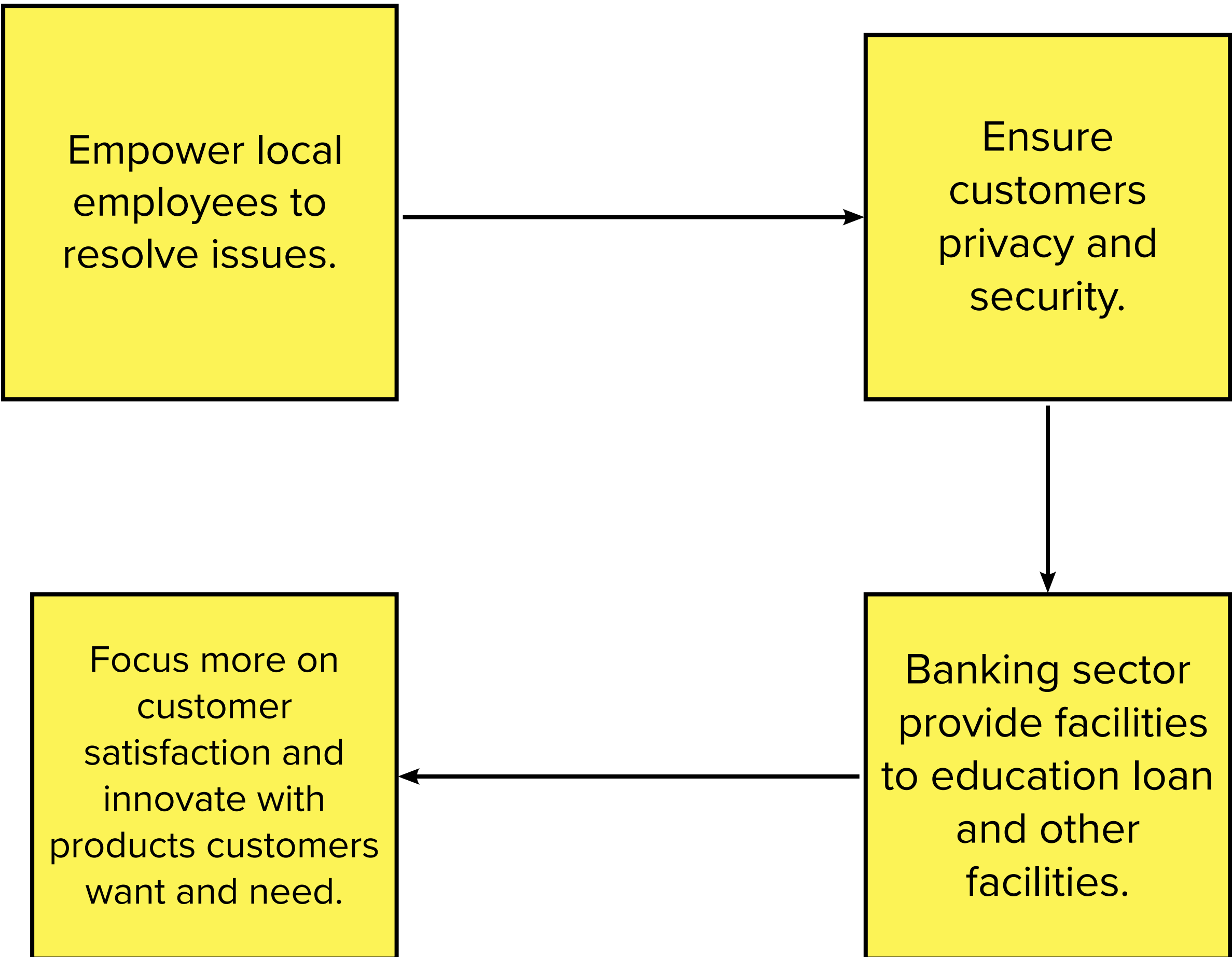
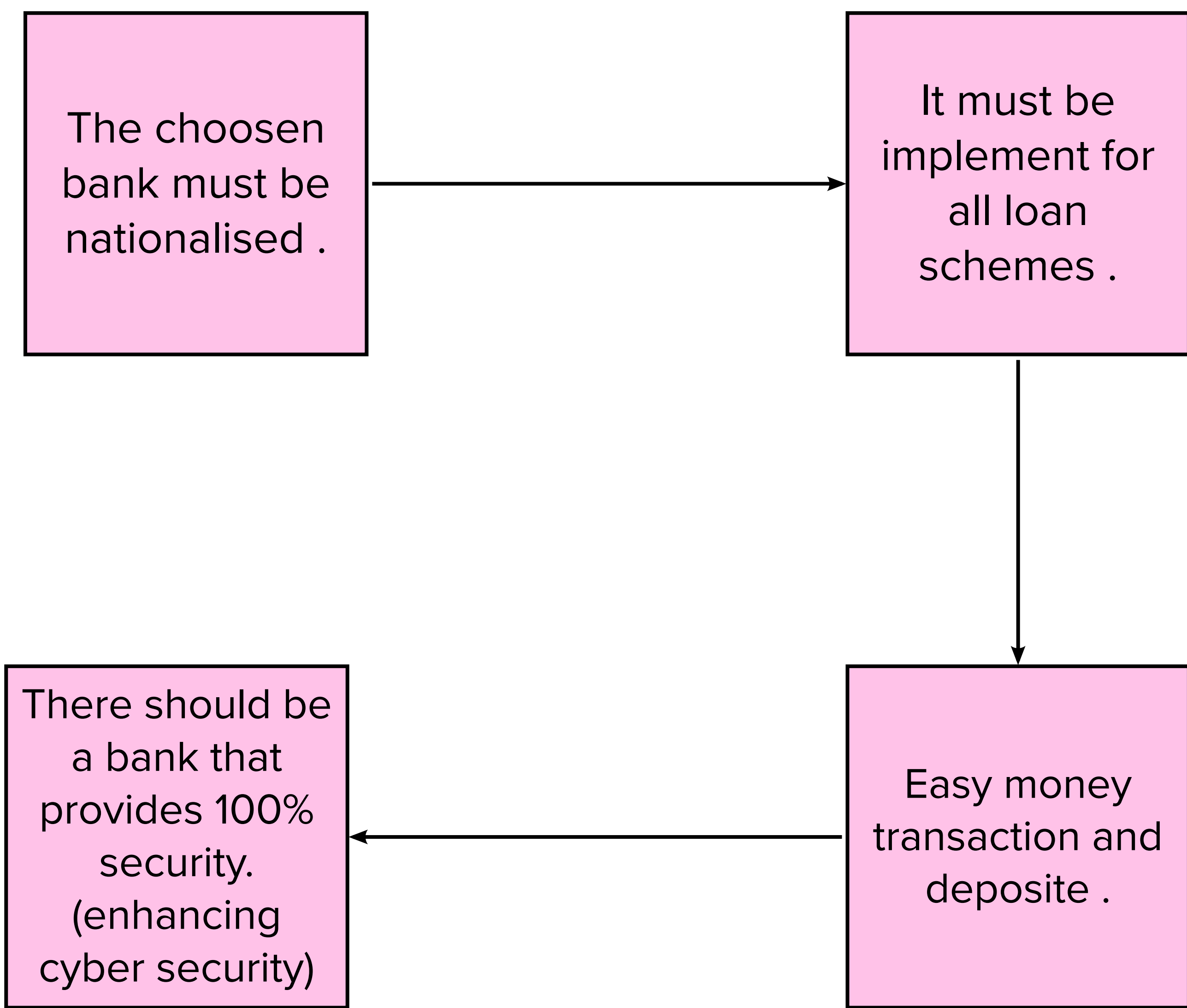
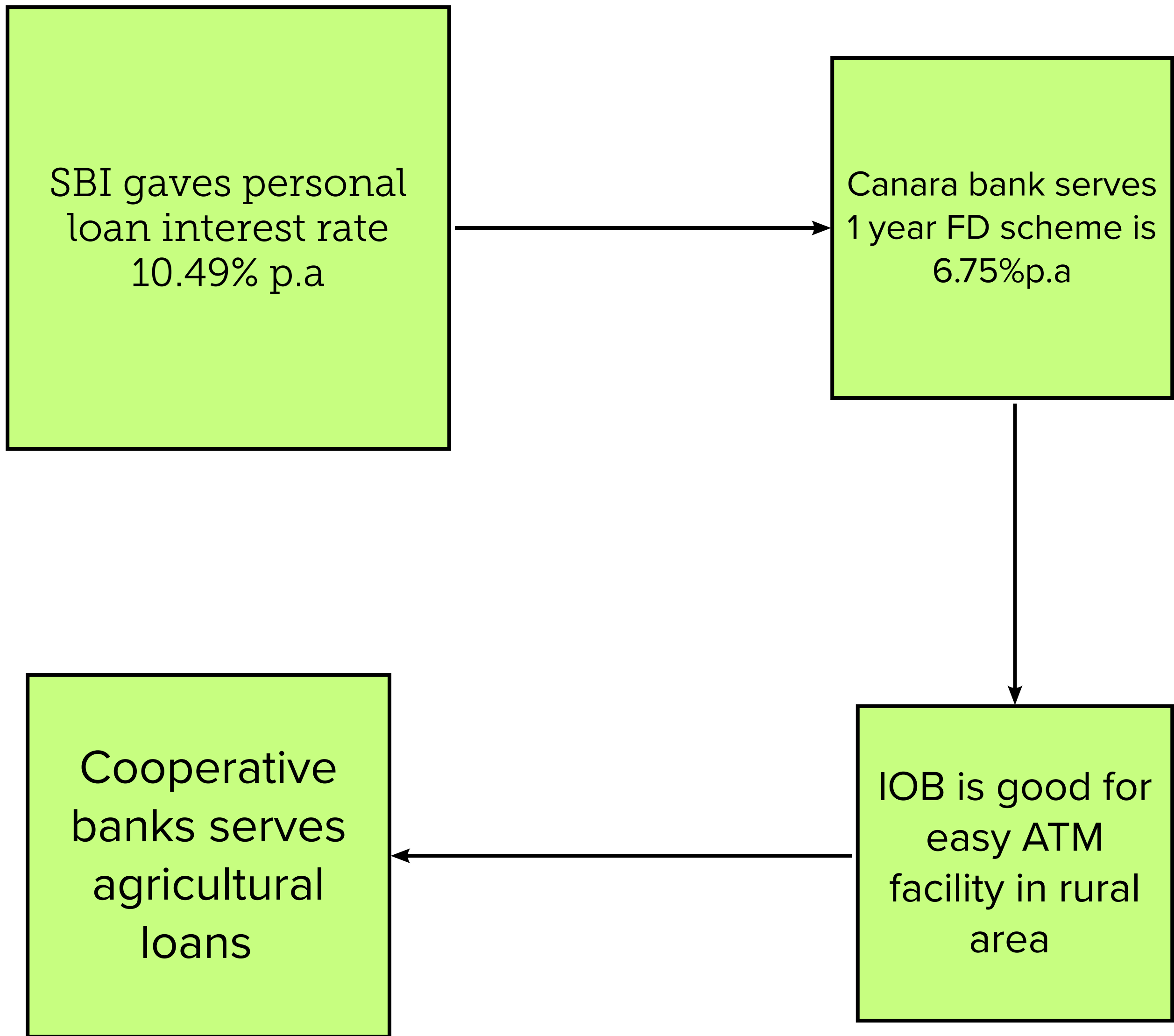
The information you add here should be representative of the observations and research you've done about your users.

## Says

Leading banks are financial institutions that provide a range of financial services to individuals , businesses , and other organizations.

## Thinks

It is believed that the origins of banking date to lending for farming and trade activities as early as 8000 BCE.



## Does

Leading bank means the creditor bank that has been authorized by the creditor banks to lead the negotiations with the debtor, during the negotiation periods and to check the implementations of the resolutions plan.

## Feels

customer experience in banking refers to a customers collective experience interacting with various touch points, including online banking systems,emails,call centers,online advertising ,face to face interactions, and even social media.