

BMO Recognized as a Canadian Mobile Banking Leader
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TORONTO, Nov. 29, 2018 /CNW/ - BMO today announced it has been recognized as a leader in mobile banking by Forrester in The Forrester Banking Sales Wave™: Canadian Mobile Sites, Q4 2018 report.

Using its Industry Wave™ methodology, Forrester evaluated the public mobile sites of six Canadian banks for both functionality and user experience. BMO emerged as a leader, recognized for the bank's inviting and compelling content and for helping prospects research and open accounts on a smartphone.

"Customers are increasingly taking a digital-first approach to their finances – including who they decide to bank with – and first impressions matter," said Brett Pitts, Chief Digital Officer, BMO Financial Group. "We continue to be focused on enhancing our digital capabilities to meet changing consumer preferences. This includes building mobile experiences that are simple, intuitive, and designed to help customers and prospects make financial decisions that are right for them quickly."

BMO is committed to investing in digital innovation. Earlier this year, BMO introduced the BMO Skill for Amazon Alexa and two new chatbots for Facebook Messenger and Twitter to create better customer experiences for digitally-driven customers.

For more information on BMO, please visit www.bmo.com

About BMO Financial Group

Serving customers for 200 years and counting, BMO is a highly diversified financial services provider - the 8th largest bank, by assets, in North America. With total assets of \$765 billion as of July 31, 2018, and a team of diverse and highly engaged employees, BMO provides a broad range of personal and commercial banking, wealth management and investment banking products and services to more than 12 million customers and conducts business through three operating groups: Personal and Commercial Banking, BMO Wealth Management and BMO Capital Markets.

SOURCE BMO Financial Group

Industries: Finance & Insurance, Computing & Information Services, Services

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