

# Benefits of 1:1 Personal Banking

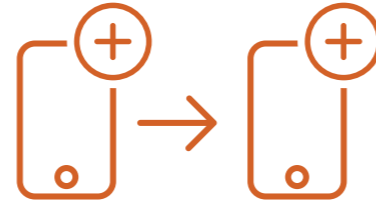
kony DBX  
Engage



## INCREASED PRODUCT COVERAGE

Banks reported an average of **2.27** products per customer, vs their typical average of **1.59**.

⊕ **A 42% increase**



## INCREASED BANK ENGAGEMENT

Customers were more likely to leverage the bank's other services and channels, as well.

Reported increases:

- ⊕ Mobile banking: **89% more**
- ⊕ Online banking: **40% more**
- ⊕ Direct Deposit: **114% more**
- ⊕ Bill Pay: **73% more**



## CUSTOMERS ARE LOYAL TO THEIR PERSONAL BANKER

**93.3%** of customer requests are during normal business hours.

Only **8.5%** of customers opt for a backup banker when theirs is unavailable—the vast majority choose to wait for someone they trust.



**99%**

of customers thought personal bankers set their bank apart from others



**20%**

higher satisfaction with personal banker



**25%**

higher bank NPS scores

## FAST FACT

**17.4%** of customers have **1–2** meaningful conversations with their personal banker per month.

How does that compare with your in-store visit rate for customers?