



BREAKING NEWS

BANKING AND INSURANCE EXECS

PUTTING THE

CUSTOMER

FRONT AND CENTER

Banks and insurance companies that build customer experience (CX) networks are co-creating and co-innovating with their ecosystem of partners to deliver relevant and immersive experiences everywhere, all the time.

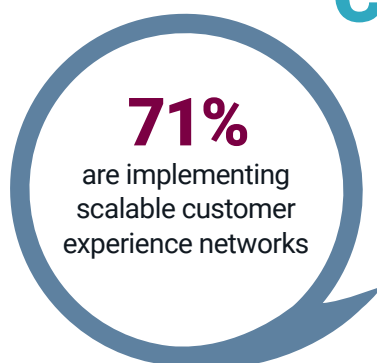
A recent global study sponsored by Axway* concluded that CX networks are a source of sustainable competitive advantage and business value, and a strong defense system against digital disruptors.



Here are some of the other headlines from the research:



what?
CX network

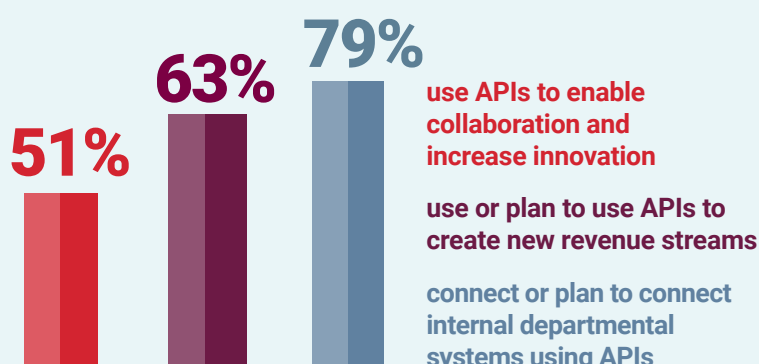


when?



62% of those planning to operate a CX network will do so in the next year

how?
APIs



why?
Measurable results

How does/ will banking and insurance leaders measure progress toward implementing **customer experience networks**?



Get the rest of the story

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*IDC InfoBrief, sponsored by Axway, The Role of Customer Experience Networks in Delivering Value-Based Digital Transformation, May 2017

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