

## Retail Banks - China - January 2017

Report Price: £3235.48 | \$3990.00 | €3791.99

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“Consumer experience now has a much broader definition than solely good customer service attitude. To be outstanding, retail banks need to differentiate on aspects like professionalism and efficiency. It is worth noticing that the benchmark used by consumers is their experience in different categories, so ensuring the performance is competitive across industries is critical.”

– Aaron Guo, Senior Analyst, China Report

This report looks at the following areas:

- What are the key aspects retail banks should consider to differentiate?
- How to attract affluent customers?
- What would be the next generation of retail banks?

Retail banks keep talking about improving 'customer experience' to satisfy their clients. Yet the rapid rise in banking businesses operating within this space combined with the pressure exerted from the internet finance sector, has seen the meaning of this often mentioned term become broader gradually.

This Report tries to answer this question by looking into the usage behaviours and attitudes of Chinese consumers, especially those who are responsible for the management of household disposable incomes. The total market situation and the product/service innovations of market leaders are also discussed.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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### The Market – What You Need to Know

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