

Marketing Financial Services - US - June 2017

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"The financial services industry is changing rapidly, and there are more alternatives to traditional institutions and traditional ways of transacting business than ever before. The key to successfully marketing financial services is to take a customer-centric approach, creating partnerships with customers that are built on an understanding of financial needs and a personalization of solutions."

- Robyn Kaiserman, Sr Financial Services Analyst

This report looks at the following areas:

- Customer service is a weak point with young customers
- Young men are most vulnerable to switching tactics
- Trust continues to be an issue

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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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