



Reinventing Customer Engagement: The Winning Business Model for Future Banks and Insurers

Roger Peverelli, Reggy de Feniks

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The financial services industry is undergoing huge change, as retail banks, investment banks, and insurance companies come through the financial crisis and plan for a better future. This book, written by two of the most important consultants in the industry, provides the latest thinking on financial services and the key factors that will drive success. The authors interview leading executives from a range of financial service companies, to help them determine what business models will create the best revenue streams in the future. In particular, they focus on the importance of putting customers first and creating engaging customer experiences. This book will be essential reading for anyone working in financial services.

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