

CUSTOMER EXPERIENCES IN PRIVATE BANKING

CHADEL & CIE 2007

Creating meaningful customer experiences for HNWIs and Wealthy Families is the only way for differentiation.

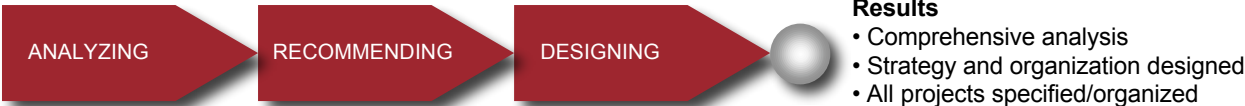


Focus: building meaningful experiences for HNWIs to strengthen customer loyalty
Scope: creating customer experiences in order to address all forms of customer issues, i.e. financial wealth as well as social, cultural, intellectual and symbolic wealth and lifestyle within the context of private banking

We can help at 2 different levels:

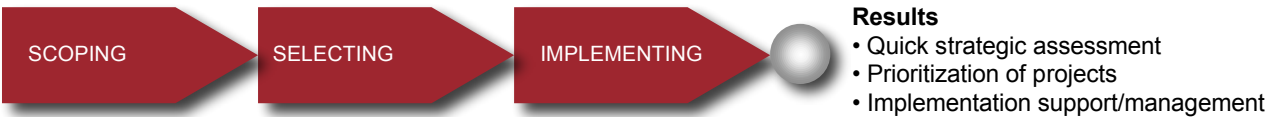
Offering 1: CUSTOMER EXPERIENCE DESIGN - 4 weeks

Starting, initiating and designing customer experiences through analysis and design



Offering 2: CUSTOMER EXPERIENCE COACHING - 6 weeks

Supporting and coaching the client experience manager in the implementation of experiences

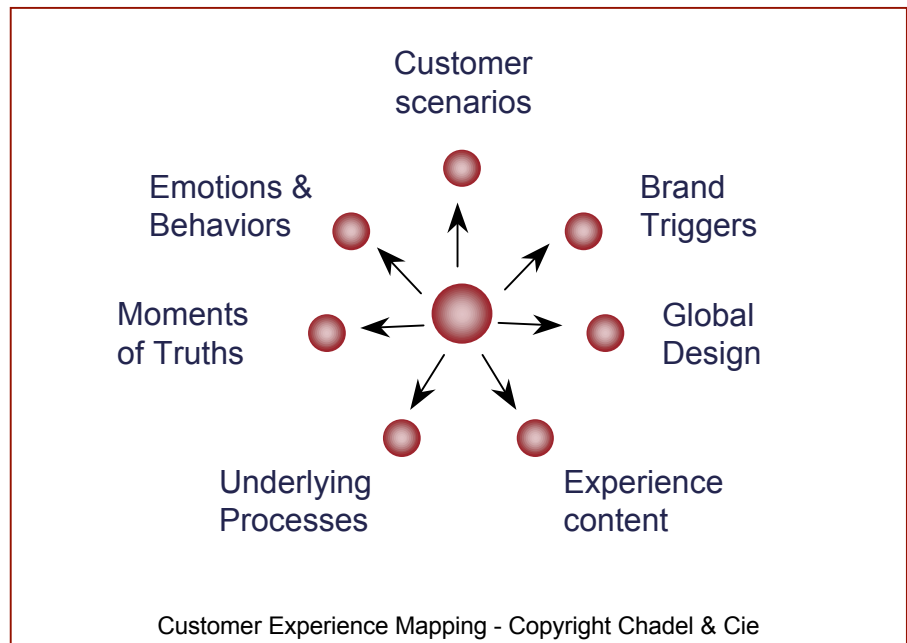


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In order to implement customer experiences we use powerful models such as:

- Customer Profiling
- Customer Lifestyle Model
- Customer Experience Mapping

Here is an example of our holistic approach integrating all necessary components to make the experience relevant to HNWI customers:



Advantages of our approach

- Efficiency (duration of project vs. quality delivered)
- Strong experience with HNWIs, Families and Family Offices
- Concrete realizations
- Strong international experience
- Conceptual with top world reference in marketing and customer experiences – network
- Large network of top level experience providers (designers, psychologists, anthropologists, real estate, communications agencies)

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