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COMPLIMENTARY REGISTRATION

Who Should Attend?

- Head of Retail Banking
- Head of Cards
- Head of Innovation
- Head of Marketing
- Head of Issuing
- Head of Acquiring

Venue:

Madrid, Spain



About TowerGroup

TowerGroup is the leading research and advisory services firm focused exclusively on the global financial services industry. For more than a decade, TowerGroup has provided the world's top financial services, technology, and professional services firms with trusted advice and continuous, timely, objective information. We thoroughly understand the complexities of the financial services industry. With unrivalled industry experience and analytical prowess, our outstanding team of analysts and specialized advisors covers the business and technological issues that have an impact on the entire financial services sector.

TowerGroup is pleased to invite you to a bankers briefing on Bank-wide Loyalty: The Next Generation of Customer Experience

3 March 2010 | 3:00pm – 6:00pm | The Westin Palace Hotel, Madrid, Spain

Presented By: Gareth Lodge

European Banking and Payments Research Director, TowerGroup

The worst of the credit crisis may have passed, but the impact is proving to be lasting and deep. Whilst the root of the problem may have been in the investment arms of the banks, it has encompassed the bank as a whole. Retail banking is beset with challenges: how to rebuild trust with the customer? How to ensure the relationship is profitable in conditions that are only just stabilising? How to innovate to win at the same time where budgets are tighter than ever?

This TowerGroup presentation studies all of this - from how we got to where we are, to more importantly what banks should do about it and why.

Presented By: Sebastien Slim

Vice President, Global Pre-Sales & Product Marketing, Welcome Real-time

The banking landscape has been radically transformed in the last 18 months, prompting bankers to take a hard look at their operations. The core of profitability still lies in the most fundamental of all businesses: the customers. In the new era of banking, as the economy pulls itself out of a recession, retail banks are pondering on how they can infuse innovation into both their backend operations as well as across all their front end channels, to secure the loyalty of their customers. To ensure a consistent superior customer experience across all channels and across all products and services, banks are looking at securing a single view of their customer. This will ensure that they can reward their customers according to who they are and provide them with the experience that keeps them loyal and coming back.

Don't miss this opportunity to:

Share ideas and discuss challenges with your colleagues in the industry.

Have direct access to TowerGroup analyst – Gareth Lodge - and TowerGroup's unique, trusted and up-to-the minute insight into the challenges facing Banking professionals right now.

Depart with practical and actionable information to advance your competencies to the benefit of your institution's future.

PLEASE MARK YOUR CALENDAR TO JOIN US!

For more information please contact

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