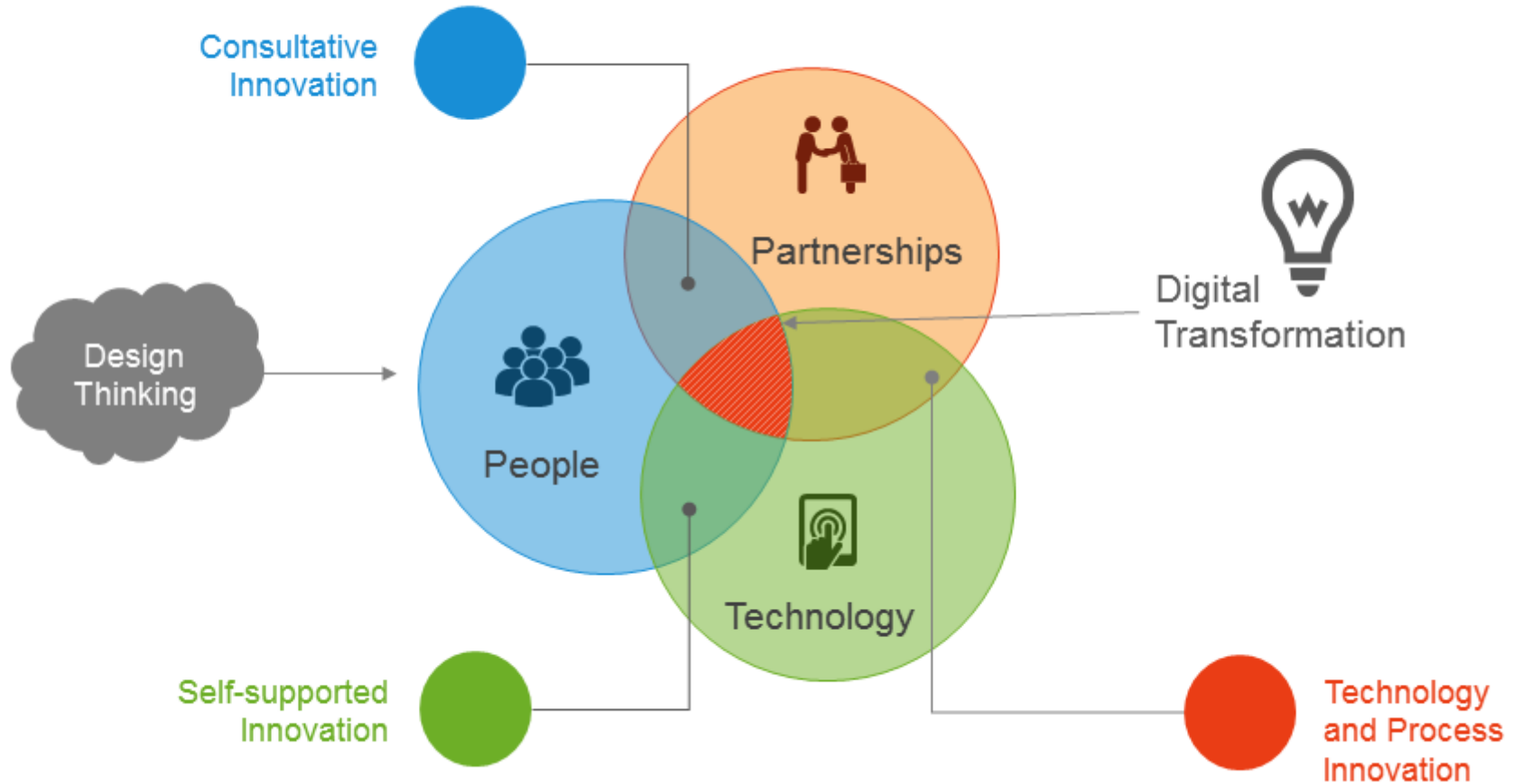


Three key overlaps...



Output

- Don't just tick the 'Digital by Default' box – ensure digital services are too good not to use and be pro-active with outbound communications
- Remember: customers should only have to tell you their story once – your people and processes should do the rest
- Automate processes for maximum ROI

Don't forget: The quantitative achievement of channel shift is down to the qualitative aspect of services offered

