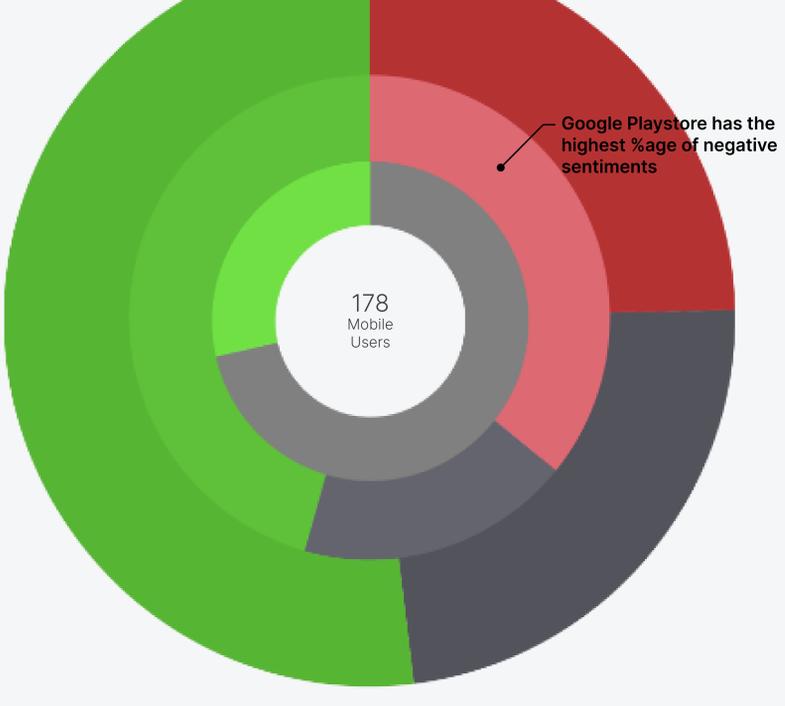


For nearly half a century, Bank has catered to the needs of countless individuals, businesses and Asian American Communities that operated in the US and China/Asia



Our proprietary data model indicates a staggering ***39% of mobile users have voiced a negative sentiment** on the mobile app across a plethora of today's most trafficked platforms.

*ACLIS



CX Metrics

An inherently lower CX maturity level not only portrays EastWest Bank abhorrently, but also barres users from utilizing core financial services digitally in an electronic world; costing millions in revenue.

Turn towards your customers before they turn away from you.

Get ahead of their concerns.

EW Bank CSAT SCORE



Average CSAT score for Banking* (derived in 2020) is 78

CSAT Score and Renewal Rate are the key parameters that help UX Design team track user satisfaction.

* American Customer Satisfaction Index

EW Bank Net Promoter Score -2%



NPS Score and Churn rate can help product teams identify loyal users.

Track Advocacy through online reviews

*monkeylearn.com

Industry Benchmark Average for FCR

70%

As a CX Manager, you can count **First Call Resolution (FCR) Escalations and resolution time** for product and service quality

Call Center FCR Experts (SQM Group)

EW Bank Formative Usability Score

Low

- What are the most significant usability issues preventing users from accomplishing their goals or resulting inefficiencies?
- What aspects of the product work well for the users? What do users find frustrating?
- What are the most common errors or mistakes users are making?
- Are improvements being made from one design iteration to the next?

What would 10% improvement in Customer Experience mean to EW Bank?

How Intelligaia can help?

Our CX Design Team work with - Leadership team, to design and execute customer experiences that align to a company's strategic objectives and deliver results that can be measured and improved upon.

We do this by helping our clients answer key questions such as:

- What are the "moments that matter" both to our customer and to our business?
- How can we personalize our customers' experience based on their individual needs and their value to our business?
- How do we ensure that our CX investments are improving our customers experience and our top and bottom lines?