

1. Record Nr.	UNINA9910254871203321
Autore	Auge-Dickhut Stefanie
Titolo	Customer Value Generation in Banking : The Zurich Model of Customer-Centricity // by Stefanie Auge-Dickhut, Bernhard Koye, Axel Liebetrau
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-19938-2
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (209 p.)
Collana	Management for Professionals, , 2192-8096
Disciplina	332
Soggetti	Finance Corporate governance Organization Planning Finance, general Corporate Governance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	New Rules: The Drivers of Future-Viable Banking -- From Classic Business Models to a Customer-Centred Banking Architecture -- Change: The Path to a Future-Viable Bank Architecture (With a Significant Contribution by Charlotte Götz) -- Guidelines for Future-Viable Business Models.
Sommario/riassunto	The banking sector is undergoing a process of fundamental transformation – mainly due to the challenges of digitalization, insistent customers, regulation and a volatile economic environment. This book provides an in-depth understanding of the underlying logic of 21st century's banking environment and helps to develop a roadmap for the successful transformation of contemporary business models. The authors introduce the 'Zurich model for a customer-centric banking architecture' enabling the reader to develop a sustainable business model which copes with the challenges of this information age. They identify customer behavior traps in such an environment; introduce adequate strategic instruments and cornerstones for providing added value through financial services, and provide core

factors for conducting a successful transformation process.

---