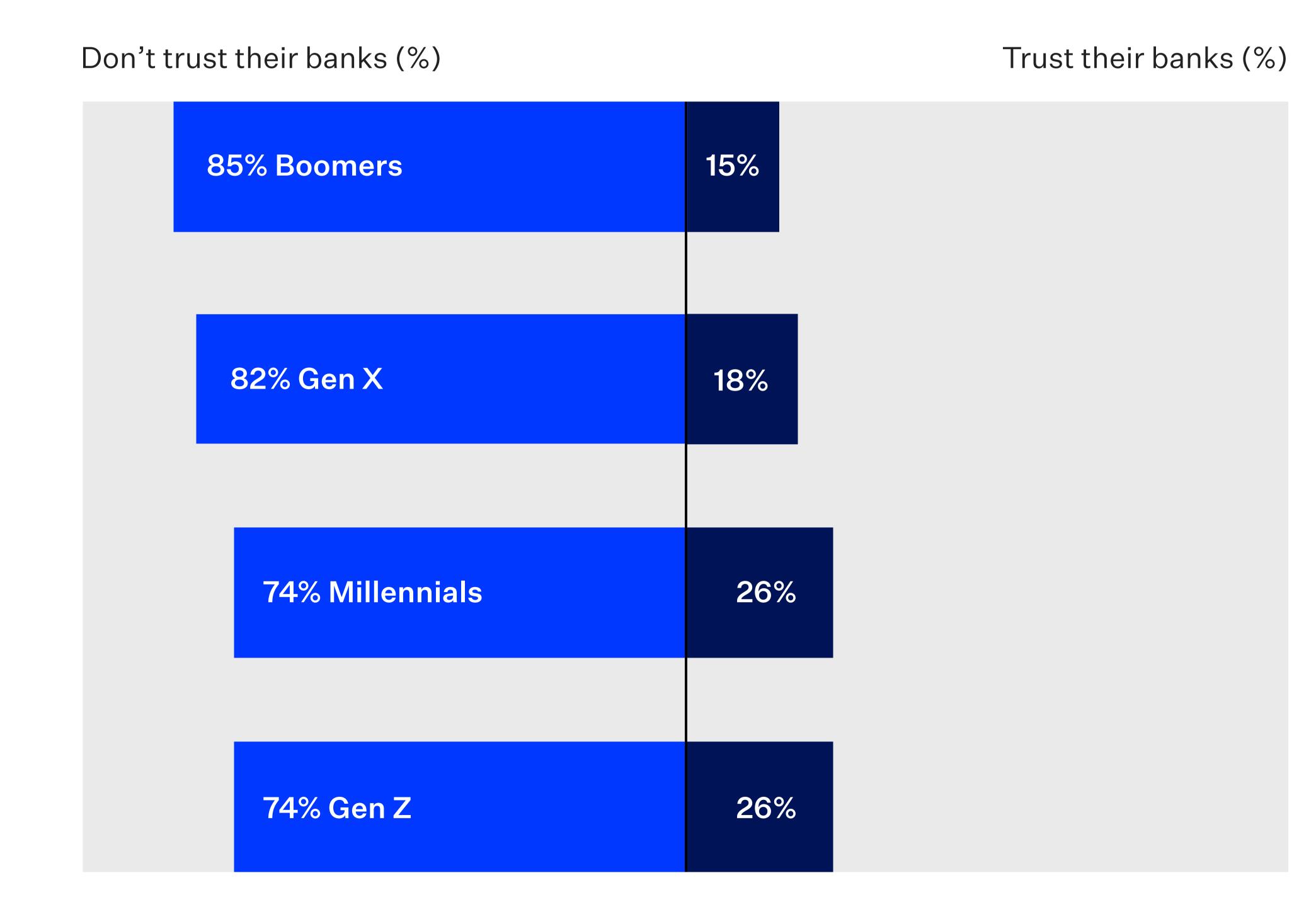


# The majority of Americans don't trust their banks.

5 ways to build trust across the generations

To earn a customer's trust, you need to do more than simply keep their money safe. Today's consumers need to feel like they're being taken care of. Quite frankly, many banked Americans — across all generations — do not trust their banks. And that's a problem.

Most consumers, across the generations, are not certain they can trust their banks.

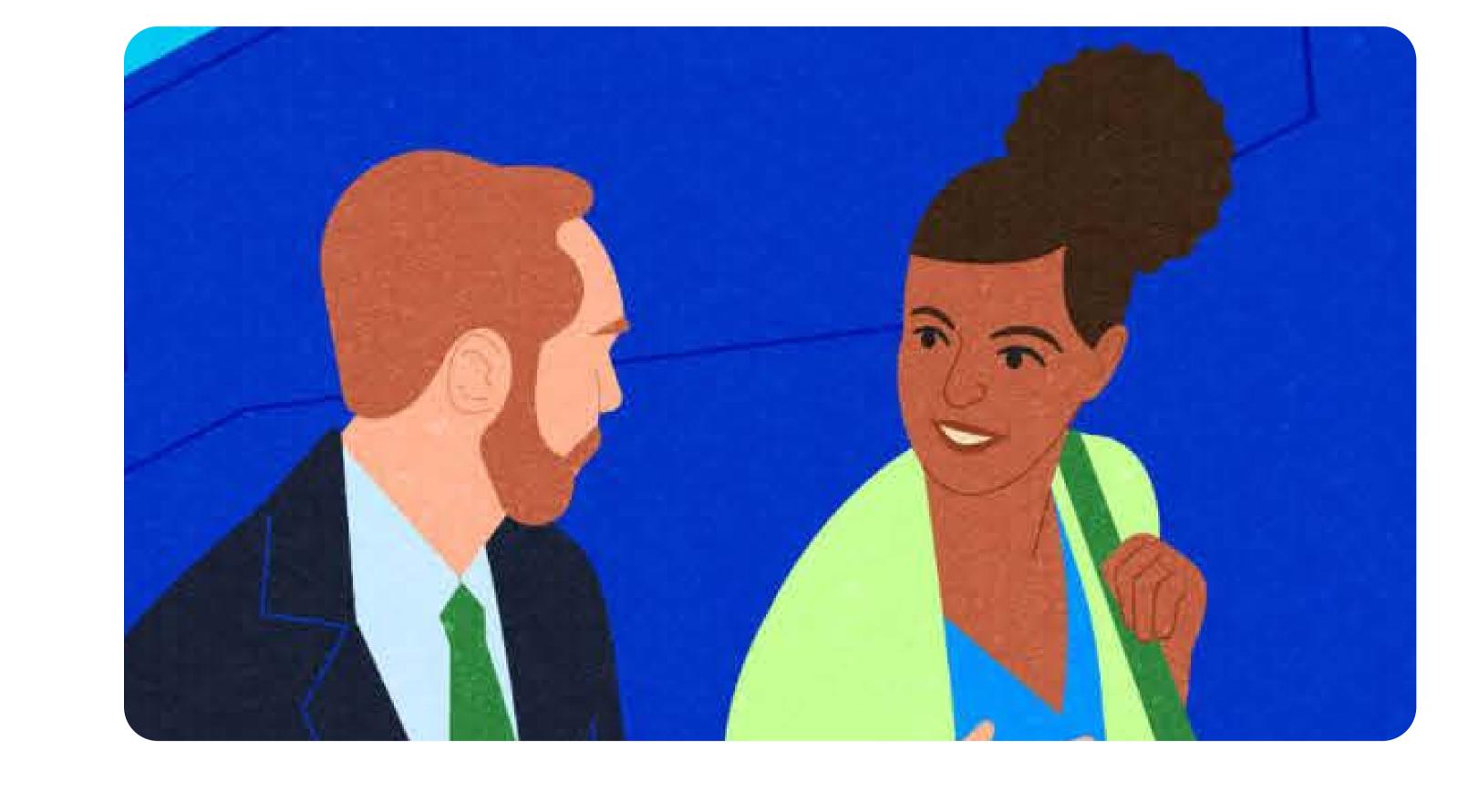


But there is a solution — core principles to help you bridge the gap in trust and earn customer loyalty.

### Here are 5 ways to build trust with today's consumers:

#### Lead with empathy

Read more about opportunities to improve the customer experience.

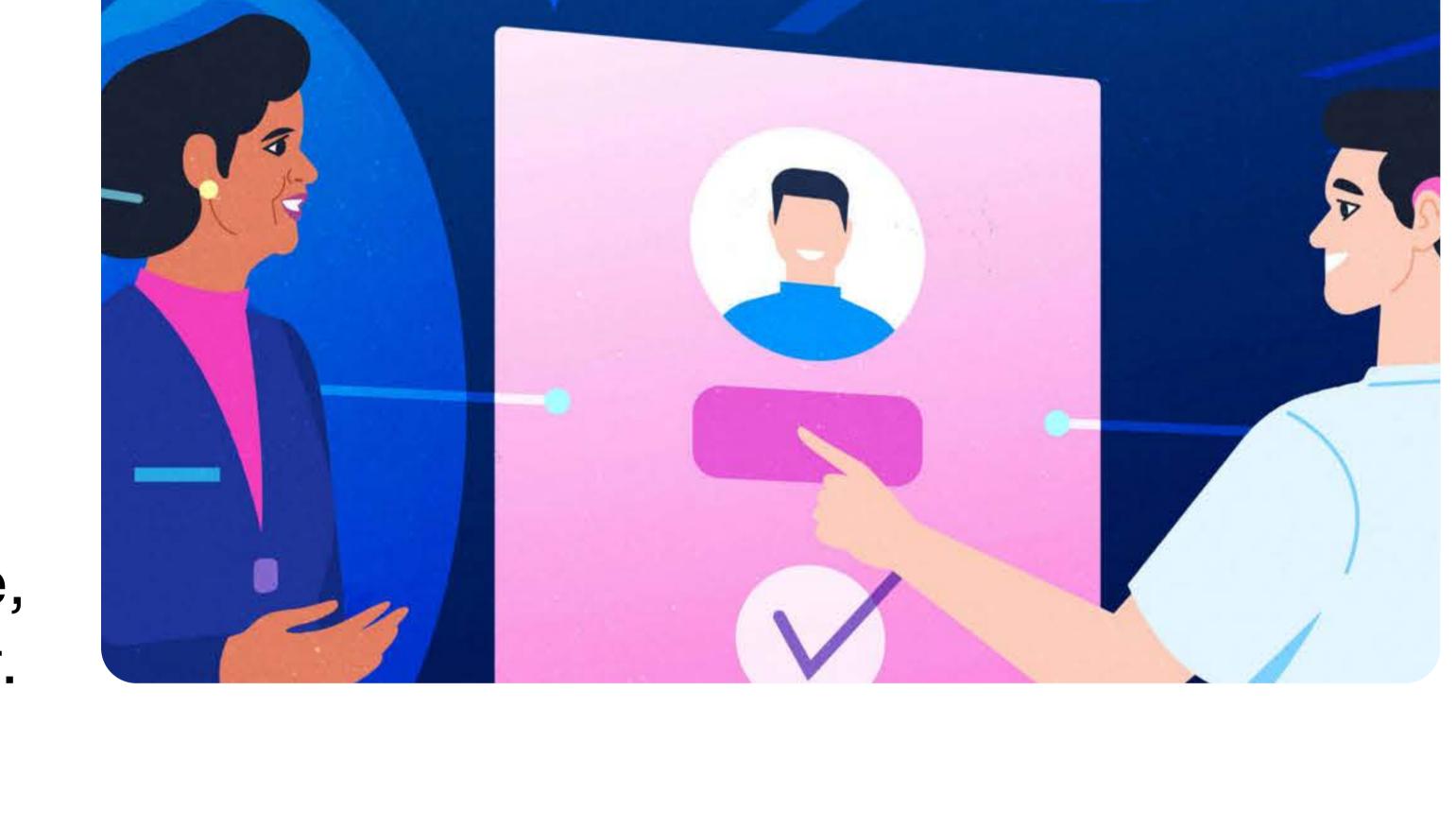


# customer experience

Leverage a hybrid

demand webinar with featured guest Alyson Clarke, principal analyst at Forrester.

Explore this in Blend's on-

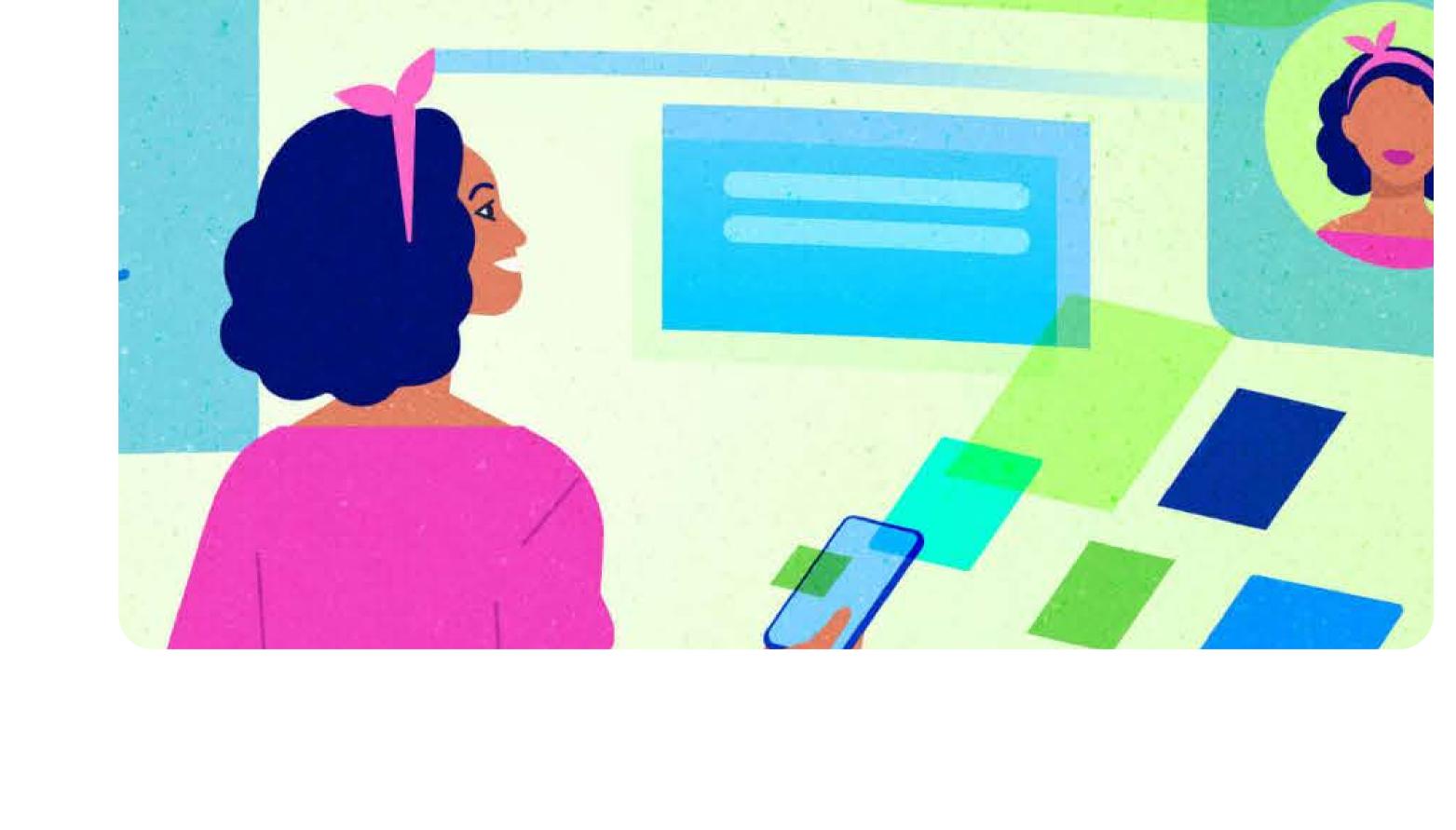


Add value through

# Get the ebook: How banks

personalized offerings

can unlock quick wins and lasting benefits through smart personalization.



Service customers across

#### See how <u>BMO Harris Bank</u> grew through omnichannel

to engage through

the channels they choose

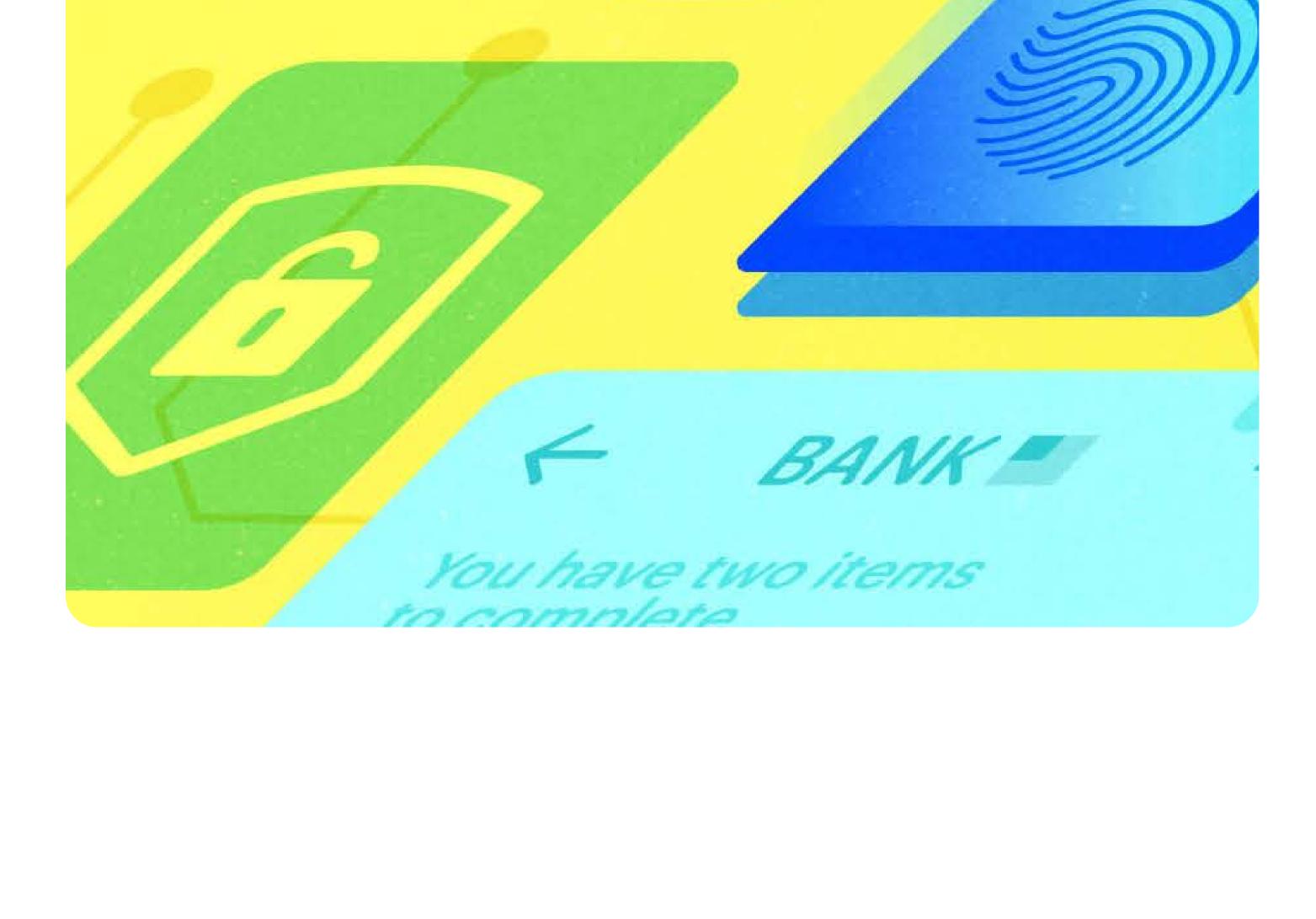
lending.



Utilize rich customer data to enhance interactions

#### Read more on how banks are competing for (and winning)

customer loyalty in an increasingly digital landscape.



**Did you know** — 17% of banking customers would feel highly comfortable interacting with a bank that uses AI to manage their money.



and bankers.

expectations of account-opening from the POV of both consumers

Watch Blend's on-demand immersive session exploring modern

with modern consumers.

Blend is different.

Technology that powers a hybrid customer experience can deliver positive emotions and add

institution (PFI) status. Learn more in Blend's ebook. Seize the opportunity to gain PFI status

value for the customer. Adding value builds loyalty. And loyalty helps drive primary financial

Blend powers billions of dollars in financial transactions every day. To learn more, visit blend.com.