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The Power of Mobile Banking: How to Profit from the Revolution in Retail Financial Services (Hardback)

By Sankar Krishnan

John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Today s tech-savvy consumers are demanding a more personal customer experience from their banks, and banks are discovering that mobile services deliver individualized, tailored experiences better than any other technology. The Power of Mobile Banking: How to Profit from the Revolution in Retail Financial Services gives banking and financial professionals a well-researched guide for becoming transformational leaders. These leaders can convert their traditional retail branch banks into streamlined systems that deliver personalized services to their customers laptops, tablets, and smartphones. Written by Sankar Krishnan a career banker and noted financial services industry thought leader The Power of Mobile Banking includes strategies for adapting mobile banking practices that suit the needs of both developed and emerging markets. Krishnan also shows how bankers can make their products and services relevant to a new generation of digital natives. Krishnan explores the expanding mobile payment systems that offer a wealth of financial opportunities for banking institutions and includes information on the growth of e-commerce, which holds the potential for new and profitable ways for banks to engage with consumers. The Power of Mobile Banking outlines the...



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