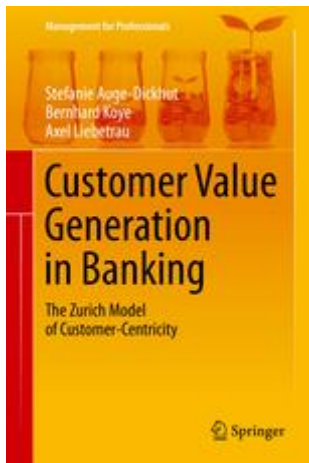


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Customer Value Generation in Banking

The Zurich Model of Customer-Centricity

Authors: **Auge-Dickhut**, Stefanie, **Koye**, Bernhard, **Liebetrau**, Axel

- Offers a framework for the development of business models of banks

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.