



CONSORZIO CBI
customer to business interaction



CBI 2014

Servizi multicanale integrati per PA, imprese e cittadini digitali
Integrated multichannel services for Digital Public Administration, Corporate and Citizens

Rome - Auditorium Attanasio
1°-2° December



La banca social: e i pagamenti?

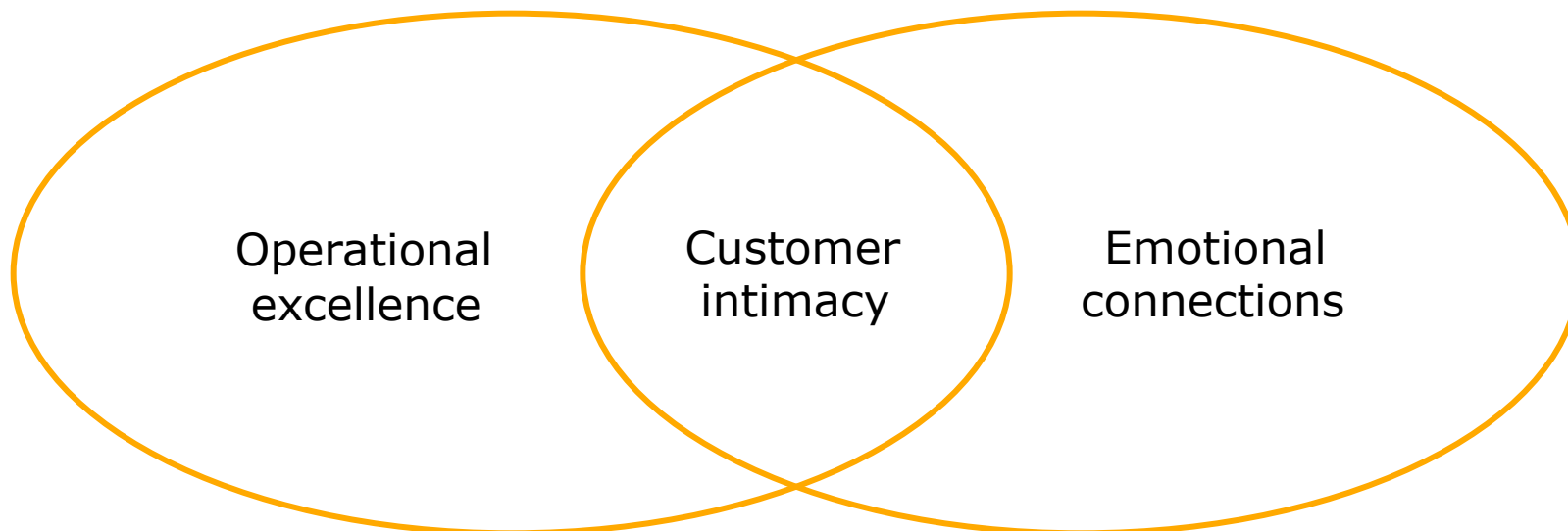
Pierluigi Curcuruto

Vice Presidente - Consorzio CBI

The new customer relationship

**The digital
relationship adds**

**The human
relationship adds**



Operational
excellence

Customer
intimacy

Emotional
connections

Automation + data

Empathy + Creativity + Passion