



## Reinventing Customer Experience with Modern Capabilities

**Guided by their purpose to make banking better for generations to come, ABN AMRO is building a bank fit for the future with a customer-centric mindset, strategic lens and Business Capability-driven approach to change.**

To deliver on their commitment to reinvent the customer experience, ABN AMRO used Business Architecture to align stakeholders with a cohesive view of the organization and common language to identify the gaps between customer expectations and their experience.

Using a Business Capability roadmap to analyze customer journeys, assess the maturity of their capabilities and desired aspirations across business units, ABN AMRO uncovered priorities, dependencies and insight into the capabilities required to improve Customer Experience. Rather than building siloed capabilities, Business Architecture revealed ways to increase efficiency, define shared capabilities and align offerings with customer expectations.

As business disruption accelerates, Business Architecture enables ABN AMRO to adapt to change, manage risk, support decision making and enable the organization to continuously:

- Use customer insights to align core offerings with changing expectations
- Reduce complexity, improve digital planning and prioritize capabilities
- Create new business models that enable agility and a secure banking experience
- Unlock innovation and collaborate within an evolving banking ecosystem

*“Business Architecture is about connecting the dots to translate strategies into execution. With the ability to look at the future of change through the lens of Business Capabilities, we are building the bank of the future with a logical path, roadmap and the right capabilities.”*

Coen de Bruijn, Head of Business Architecture, ABN AMRO