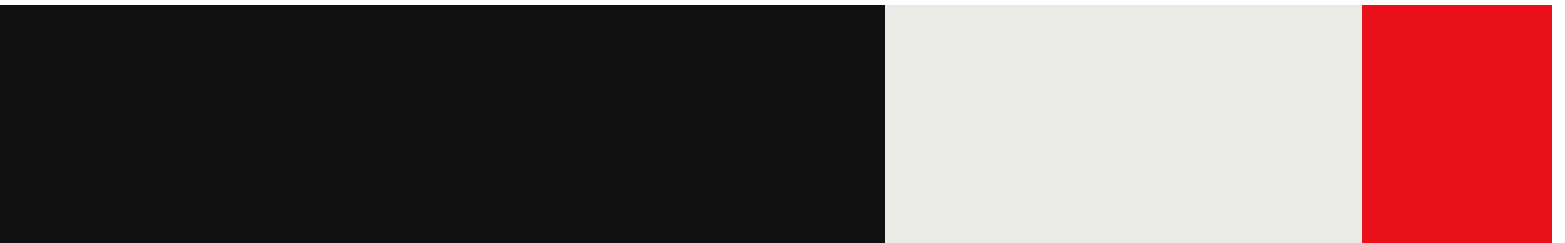


Brand Anatomy: How Bank of America builds its brand through dedication to customer experience

Audio

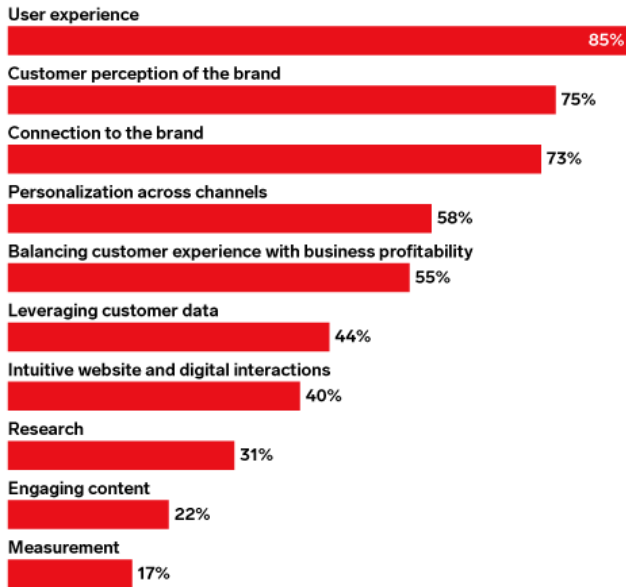


On this episode of Brand Anatomy, Briefing director Jeremy Goldman sits down with Ashley Ross, Bank of America's head of customer experience (CX). Hear how the bank pivoted its

service model during the pandemic, leveraged technology and personalization to better serve its customers, improved the ROI of CX—and how customer feedback helped Bank of America build a stronger brand.

Leading Elements of Customer Experience According to Marketing and Customer Experience Executives Worldwide, Feb 2021

% of respondents



Source: Wipro and Designit Research, "When upheaval leads to elevation," July 27, 2021

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