



Trendstudie Bank Zukunft 2015.: Aufbruch zu neuen Kundenerlebnissen und Services in der digitalen Ökonomie. (Paperback)

By Claus-Peter Praeg, Carsten Schmidt

Fraunhofer Verlag, 2015. Paperback. Condition: New. Language: German . Brand New Book. Die vorliegende Studie beschreibt die Entwicklung der politischen, marktlichen und operativen Entwicklungen des Bankenmarktes und deren Einfluss auf Banken im deutschen Markt. Die empirische Markterhebung wurde unter der wissenschaftlichen Leitung des Fraunhofer IA0 durchgeführt. Dabei wurden allgemeine Markttrends, Entwicklungen, Herausforderungen und Maßnahmen von Banken für das Jahr 2015 erhoben und analysiert. Die Untersuchung umfasst die Bereiche allgemeine Entwicklungen im Bankenmarkt , Trendmanagement , Kundenmanagement , Vertriebsmanagement , Produkt- und Dienstleistungsmanagement , Organisation und Prozessmanagement sowie den Einsatz von IT in Banken. Darüber hinaus bietet die Studie einen Ausblick über zukünftige Entwicklungen bezüglich der zu erwartenden Strukturveränderungen im Bankenmarkt 2020, sowie Ergebnisse zur Einschätzung, wie gut Banken aus Sicht der Bankmanager auf diese Entwicklungen vorbereitet sind.



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