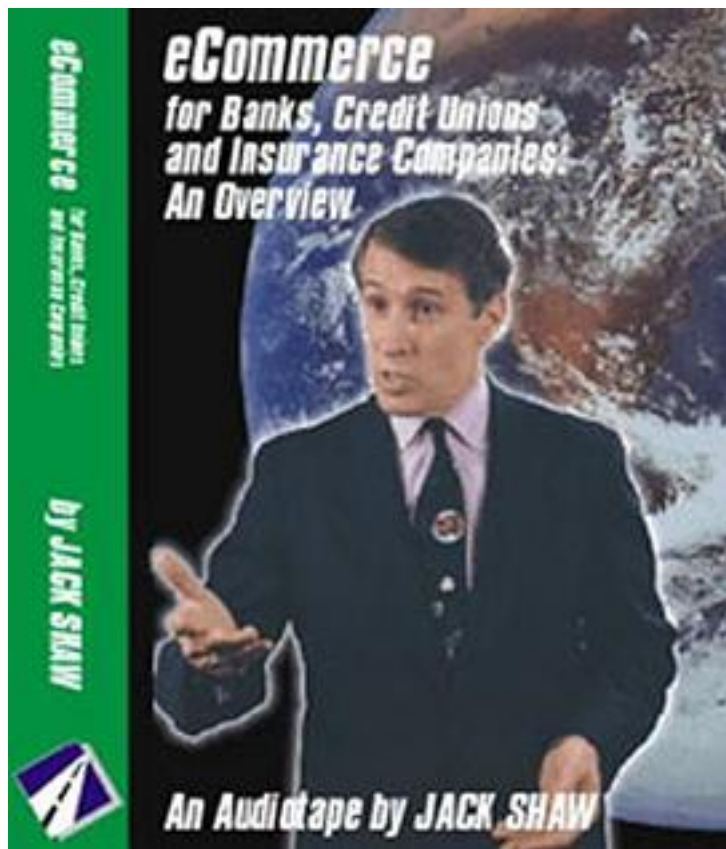


eCommerce for Banks, Credit Unions and Insurance Companies



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eCommerce for Banks, Credit Unions, and Insurance Companies : An Overview
(55 minutes)

eBusiness and eCommerce are changing the ways that financial service organizations do business. Leading companies are utilizing new information technologies to excel in customer service. They are making it easy, and fast, for customers to get information about their accounts, and to purchase or sign up for new financial services. eCommerce technologies allow for greater customer satisfaction, cross-selling, and an extended geographical reach.

This tape is for you if you want to hear, in non-technical terms, how eCommerce technologies work and how leaders in your industry are using them for strategic advantage.

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