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Breaking Banks Fintech
Thursday at 12 Noon Pacific
April 24th 2014: Big and Small preparing for shifting generational expectations

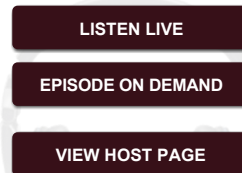
Today on Breaking Banks we will be discussing the upcoming shifts in banking culture driven by the Gen-Y digital natives and how that translates to the best customer service options for banks and credit unions. How does going digital affect their customer base, what kind of product development will be required to stay relevant, and how do you expect to best serve all customers- developing for Gen-Y and allowing for those without digital sensibility? To discuss, Brett will talk with Bill Sullivan, Head of Global Financial Services Market Intelligence at Capgemini about the latest report on C

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