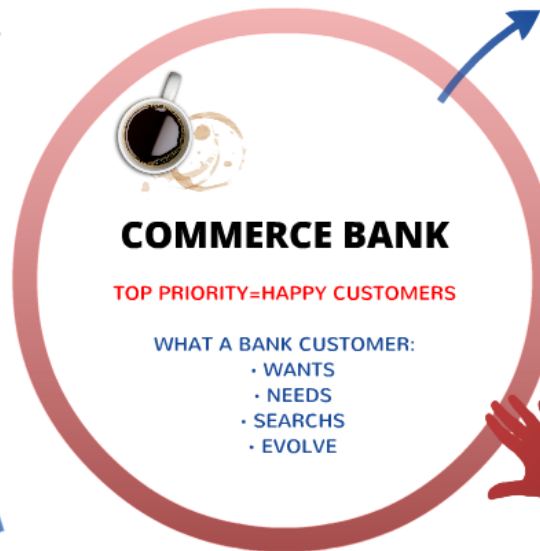
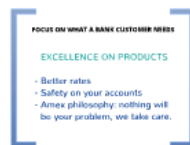


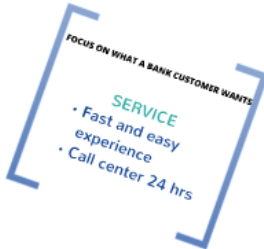
Commerce Bank Case Analysis

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COMMERCE BANK

TOP PRIORITY=HAPPY CUSTOMERS

WHAT A BANK CUSTOMER:

- WANTS
- NEEDS
- SEARCHS
- EVOLVE

FOCUS ON HOW BANK COSTUMERS EVOLVE

A revolutionary internet web site

- 100% secure
- Visual and friendly use
- Faster than anyone
- Fast login
- Clear guidance
- 24hrs online service chat
- Financial games simulators



COMMERCE BANK

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- 



FOCUS ON WHAT A BANK CUSTOMER WANTS

SERVICE

- **Fast and easy
experience**