

A lot of banks give customers the opportunity to apply for their products online, however, the digital experience is not always effective.

Have you ever tried to apply for a bank account online only to be left gasping at how complicated and confusing the experience is?

Avoka's research on digital banking shows:



**89%**  
abandonment of  
**current account**  
applications



**93%**  
abandonment of  
**credit card**  
applications



**85%**  
abandonment of  
**loan**  
applications



At Avoka, we believe it shouldn't be that difficult.

Understanding and knowing these Top 7 best practices will enable you to design digital applications which will deliver a frictionless customer experience and increase digital sales.