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Abstract

The purpose of the study is to find out how can an international bank offer customer value (value-added) to its corporate customers. The topic is approached from the case company perspective the case company being Nordea Bank Finland Plc, which is the most internationalized Finnish bank and market leader in corporate customer segment in Finland. The research problem is divided into three sub problems: 1) What creates value for corporate customers? 2) How does the internationalization of a bank affect corporate customer value-added? and 3) What are customers' experiences and are they consistent with the bank's objectives?

In the theoretical part of the study service sector internationalization and internationalization of banks as well as the customer value delivery process are taken under examination. These topics offer the base for the empirical part of the study, which is conducted by interviewing selected corporate customer representatives and case company representatives. The results consist of 14 customer interviews and two case company interviews. The chosen qualitative research method is theme interview, which well supports the topic and the purpose of the study.

As the results of this study indicate, corporate customers in banking appreciate quality of service, personal relationships and strong expertise as the most important value dimensions in their banking. A new element that is brought into discussion in this study is how the bank's internationalization affect the customer corporate service and how it is valued among corporate customers that are international themselves. According to the results these corporate customers appreciate (or even require) that their bank is international and consider that the effects are seen e.g. in faster money transfers, easier cash management and increased level of expert knowledge within the bank. From the case company perspective it can be stated that, despite some technical drawbacks, Nordea has quite well succeeded in its internationalization as most of the respondents agreed that Nordea's internationalization has had mainly positive effects on their banking services. Consequently, by internationalization Nordea has been able to create some superior customer value in form of improved services, knowledge and new products to its corporate customers compared to its local competitors. However, the results might be different if also non-international companies or other banks were included in the study.

Key words	banks, internationalization, value-added, corporate customers
Further information	