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Why Finn's Lessons Should Outlive Its Brand

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Less than a year after Finn's nationwide release in June 2018, Chase announced that it would retire its millennial-focused app in August. Many in the press and the Twittersverse painted Finn as a failure because it didn't gain significant traction with consumers. But rather than dismiss Finn, the banking industry should view the app as a bold experiment that will ultimately contribute to a more compelling digital offering for Chase's mobile banking customers. Finn shows the value of taking risks with the mobile banking experience and demonstrates Chase's intent to create new mobile features and test them with customers.

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