

Develop A Future-Proof MX Technology Strategy

Chris Palmer, Vice President of Product Vision & Strategy

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About Our Speaker



Chris Palmer

Vice President of Product Vision
& Strategy at Doxim

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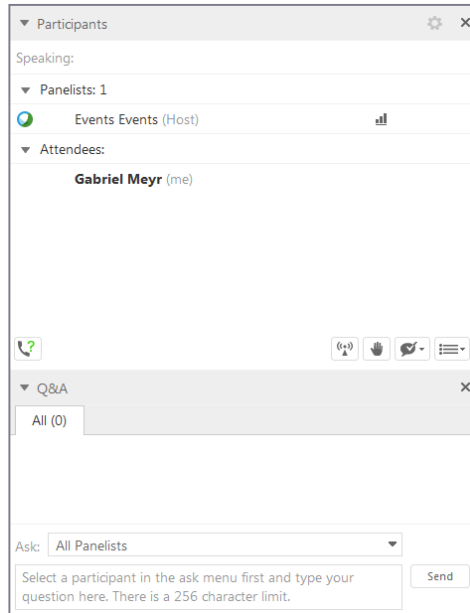
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Delivering on the Promise of MX with Technology Innovation

April 24, 2019



- The need for change and focus
- The role of technology
- Primary solutions and features to look for to impact MX
 - Open Connectivity
 - CRM
 - Business Intelligence
 - Payment solutions
 - Origination
 - CCM
 - On-line/mobile banking
- Q & A



In the old days, it was all about numbers. It was enough to focus on your budget, reach, conversion and, of course, sales.

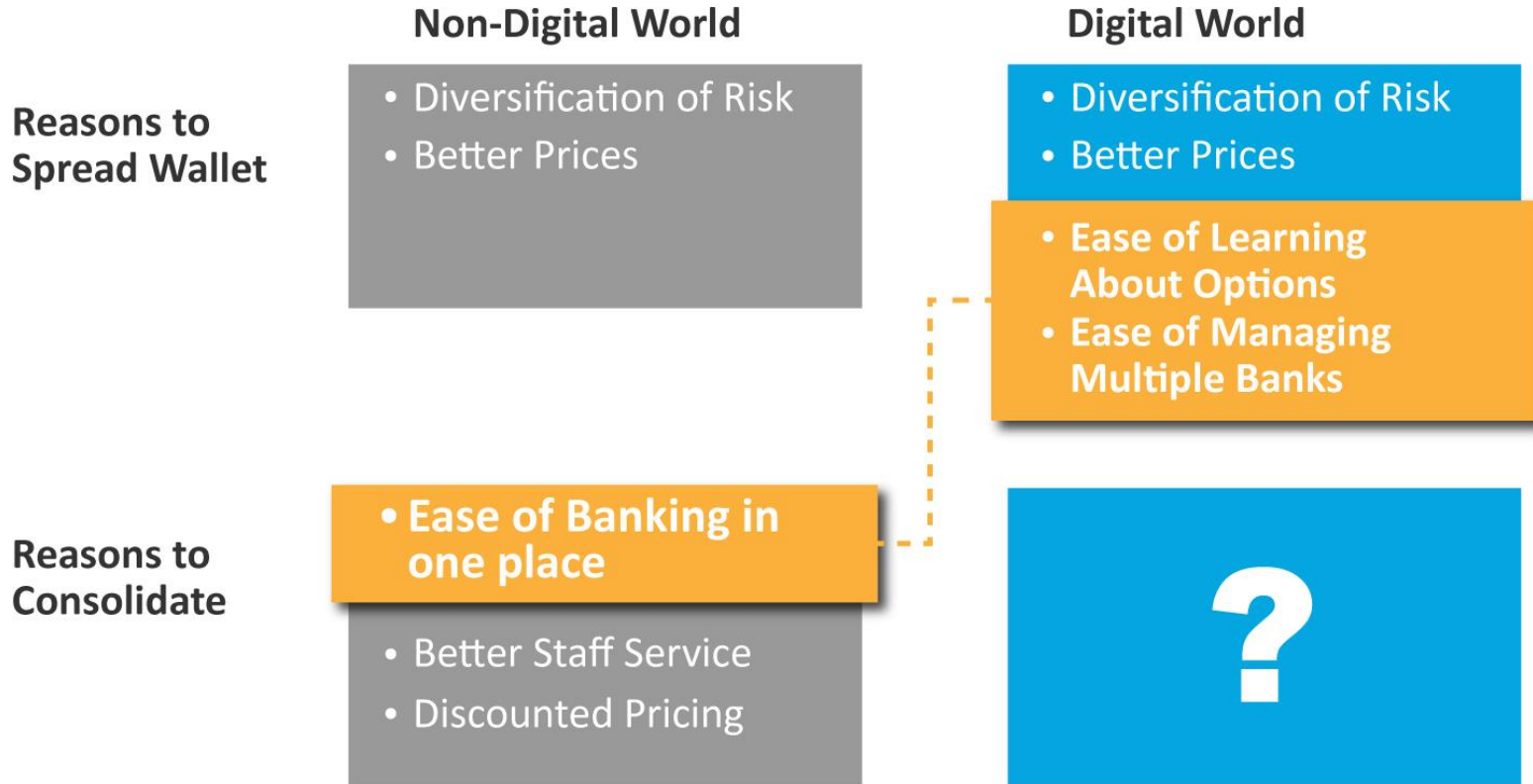
Today, it's all about people. You can reach almost anyone with no cost using social networks, but do you have something the consumer actually needs? Something that solves their actual problem and provides a delightful user experience? If not, there will always be someone who can and will.

Some experts call this **The Age of Experience.** 

Alex Kruger, Finextra

5 Key Aspects of Changing Customer Behavior

1. **Expect more** based on richer experience outside banking
2. **Have a voice** social media allowed single consumer to amplified their reach
3. **Trust their peers** via word to month, influencers and social media
4. **Informed** due to easy access to research, data and expert views - “self directed”
5. **Have choices** alternative products outside traditional banking is now straightforward



“ Banks Frustrate Consumers Who Want a More Personal Experience

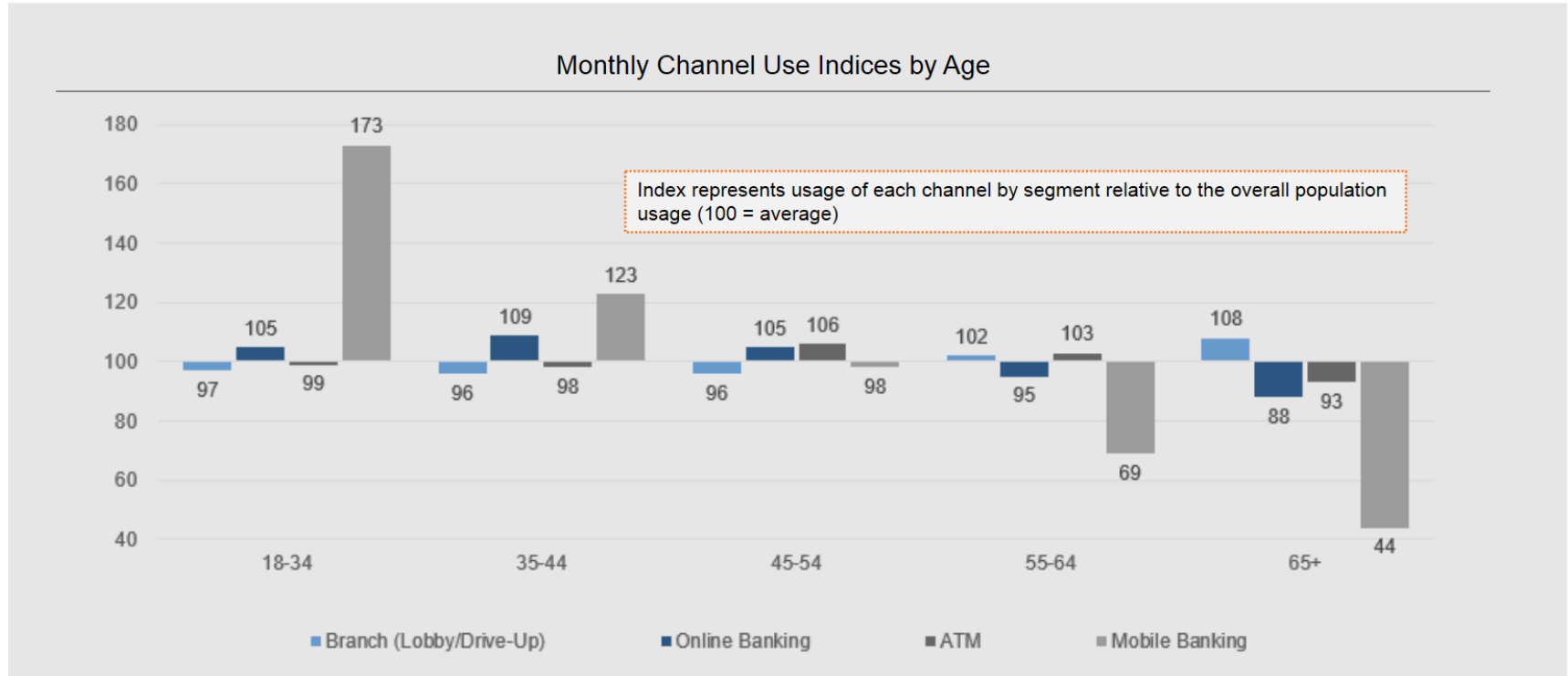
Consumers -- particularly Millennials -- still require knowledgeable, personalized assistance when making banking decisions, but research reveals a disconnect between consumer expectations and the experience banks deliver. ”

The Financial Brand

Changing Expectations by Generation

Characteristics	Maturists (pre-1945)	Baby-Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second world war Rationing Rock and roll Nuclear families Defined gender roles	Cold War Post war boom Apollo moon landing Youth culture Rise of the ten	End of Cold War Fall of Berlin Wall Reagan Live Aid Latch Key Kids Rising Levels of Divorce	9/11 terrorist attack PlayStation Social Media Invasion of Iraq Reality TV Google Earth	Economic downturn Global Warming Mobile devices Energy crisis Cloud Computing Wiki leaks
Percentage in workforce	3%	Communication preferences are dramatically different based on age group			29%
Aspirations	Home Ownership			Freedom & Flexibility	Security & Stability
Attitude towards technology	Largely disengaged	Technology adapters	Immigrants	Digital natives	Technoholics
Signature product	Car	TV	Personal Computer	Tablet/Smartphone	Nano-computing
Communication media	Formal Letter	Phone	Email/SMS	Online/Mobile	Facetime
Communication preferences when making financial decisions	Face to Face	Face to Face	Online – Face if time allows	Face to Face	Solutions are digitally crowd sourced

Little Variation in Channel Use By Age – Except On-line Banking



Source: Radon Research Insights

“An optimal customer journey makes every step and touchpoint in the buying cycle streamlined, efficient, consistent and personalized from the consumer perspective. Financial institutions need to reimagine their core journeys from front to back by addressing key customer pain points and identifying new opportunities to delight customers in differentiated ways.”

Top Three Most Important Retail Banking Trends

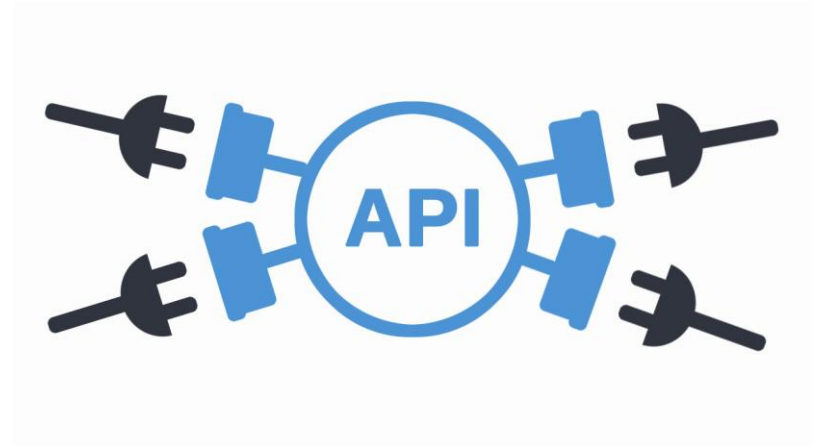


Financial Brand, 2018 Retail Banking Trends and Predictions

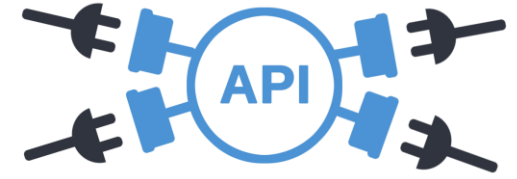
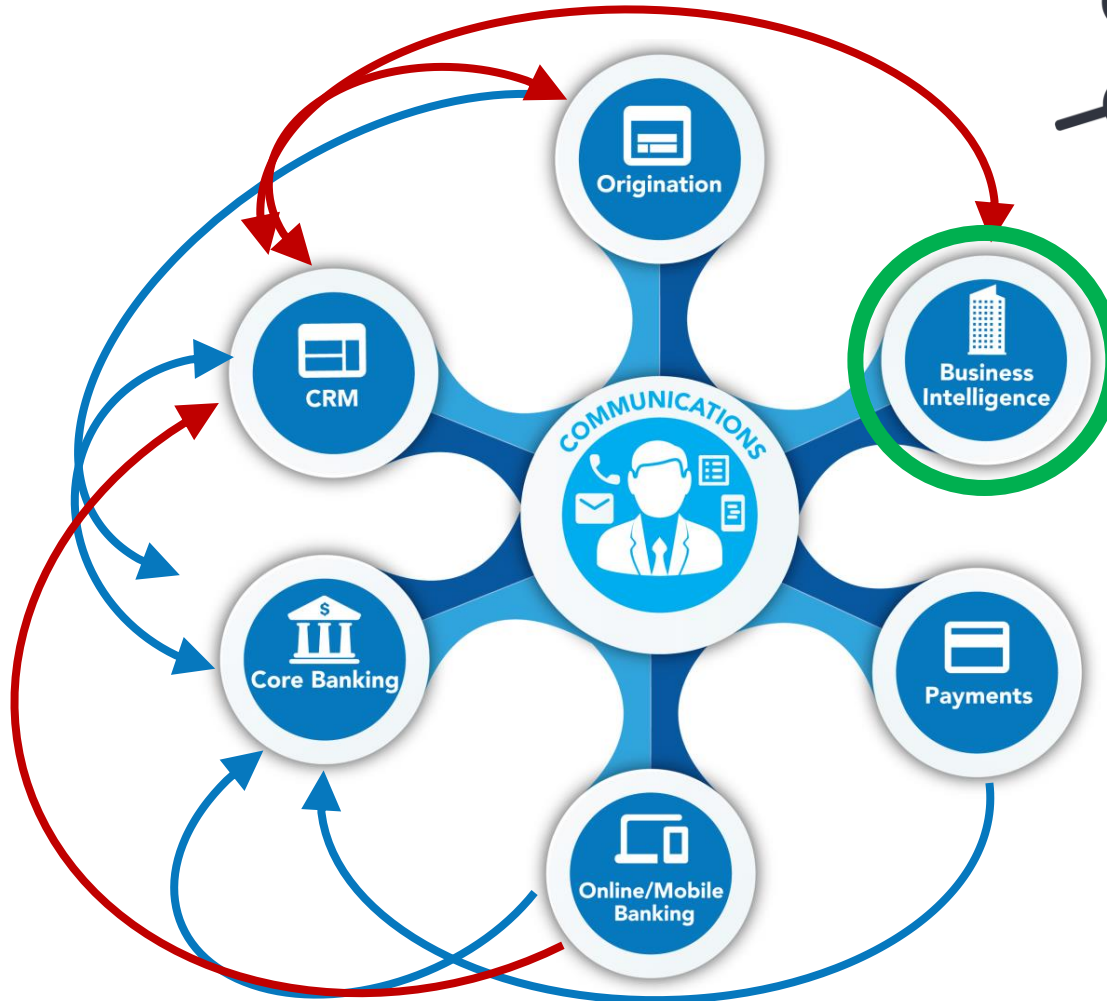
ENABLER



- Providing great experiences means creating efficient processes and workflows that cross application functional boundaries
- An important factor in your decision process on any technology should be the support of a robust API for integration between solutions



Technologies That Can Drive MX

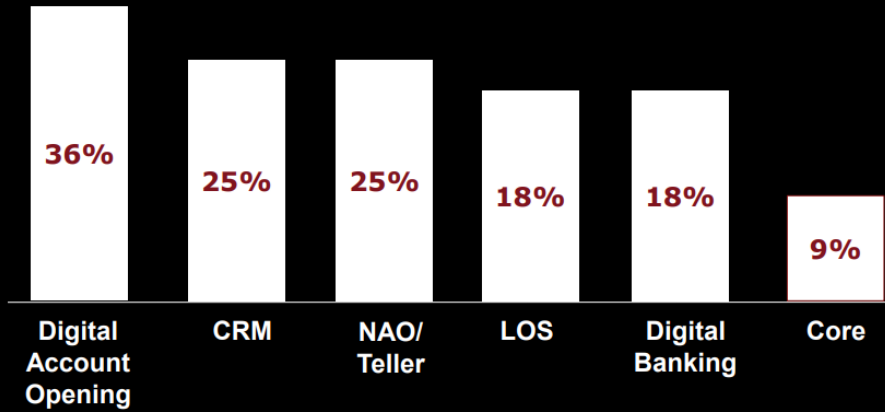




- CRM should be the foundation of your MX strategy

GETTING FUTURE READY FUELING INVESTMENTS

Banks Planned System Replacements



Source: What's Going On 2019, Cornerstone Advisors



CRM solution features to support MX:

- Surrounds the Core and supports staff in facilitating:
 - A single view of the relationship
 - All interactions being recorded and reviewed centrally
 - Automation of typical events for efficiency
- Enables multi-channel engagement
- Supports push/pull integrations through API to enable your MX strategy across processes and enterprise applications

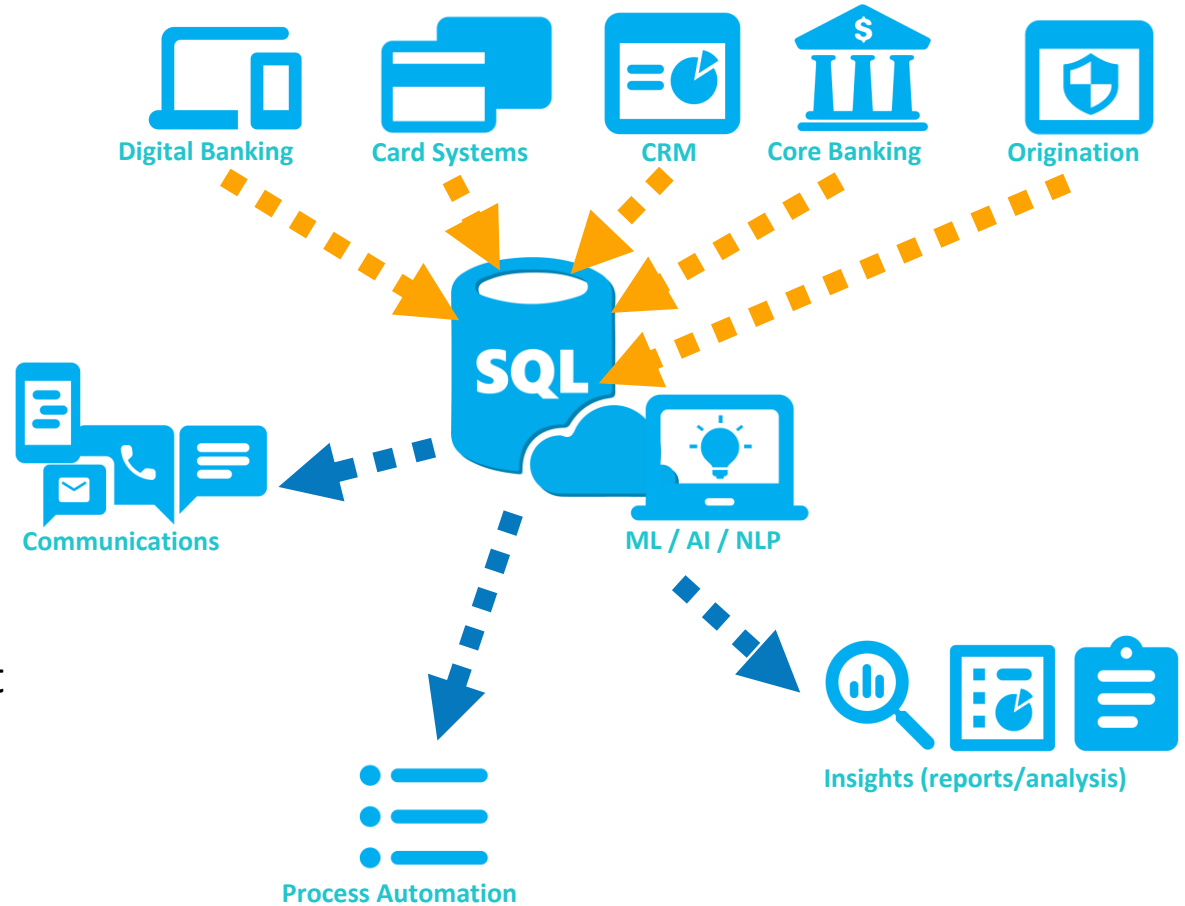




“ Whether or not your organization decides to explore advanced technologies, open banking APIs or new payment opportunities, all banking solutions in the future will rely on a solid foundation of accurate data and advanced analytics. The consumer is expecting you to know them, understand them, and look out for them ... and to use data and advanced analytics to create better experiences. ”

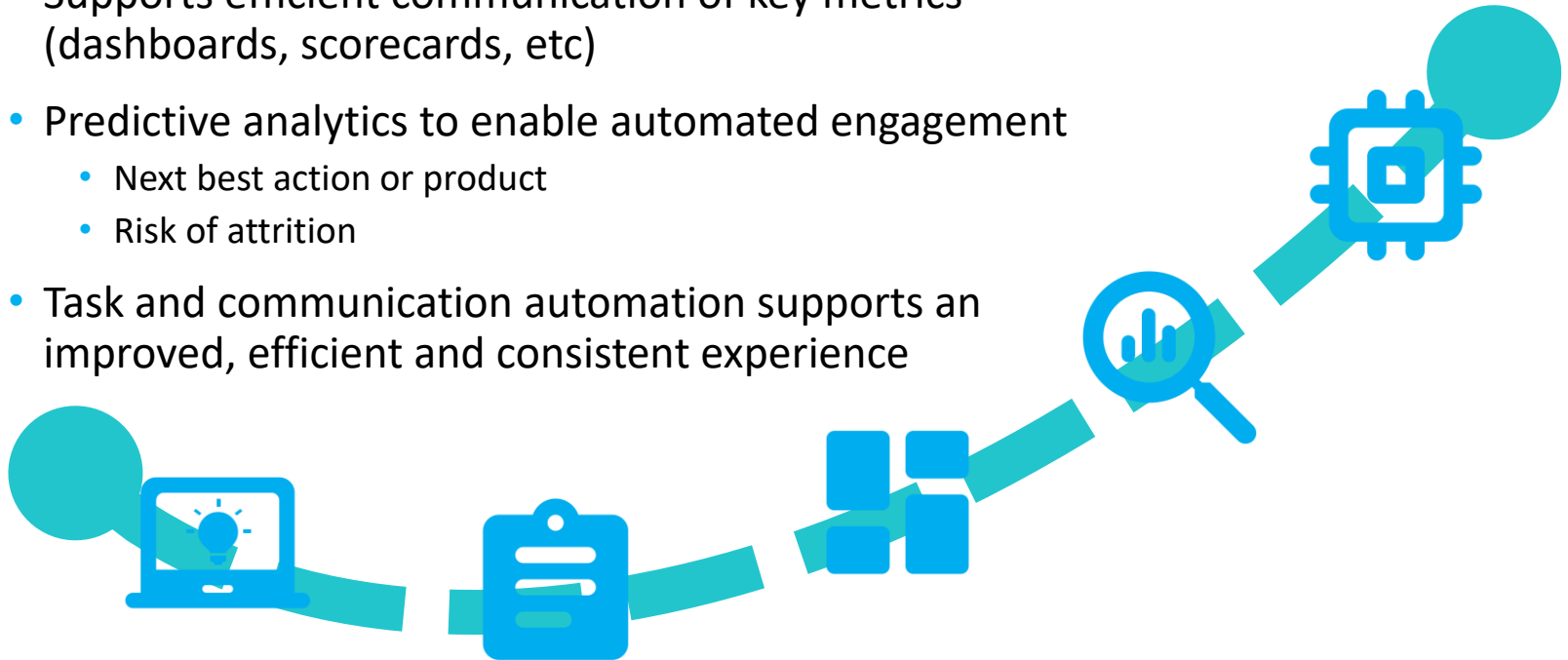
*Jim Marous,
Digital Banking Report*

- Data supports business decisions
- Data supports process automation
- Data allows us to understand our consumers
- Data allows us to predict behavior
- **Data allows us to repeat Intellectual tasks** – The next ‘revolution’

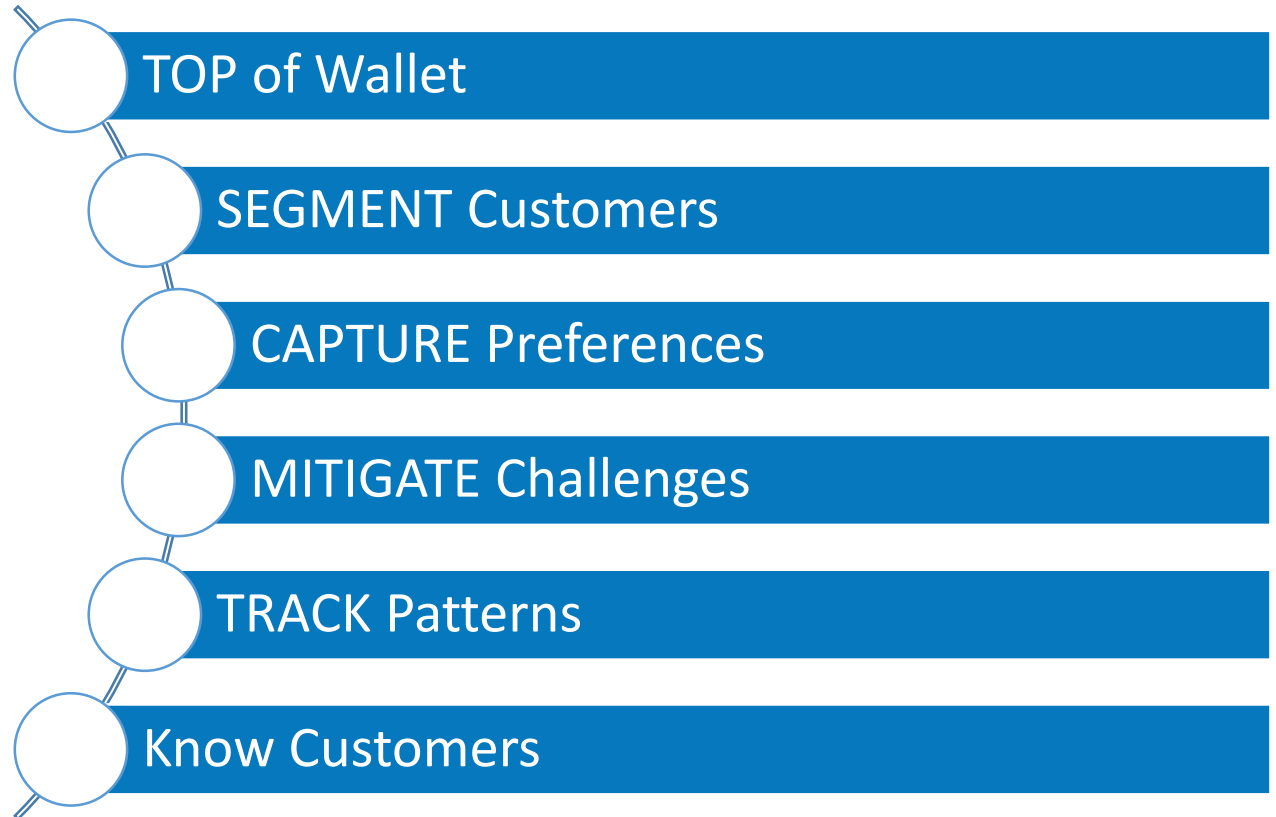


BI solution features to support MX:

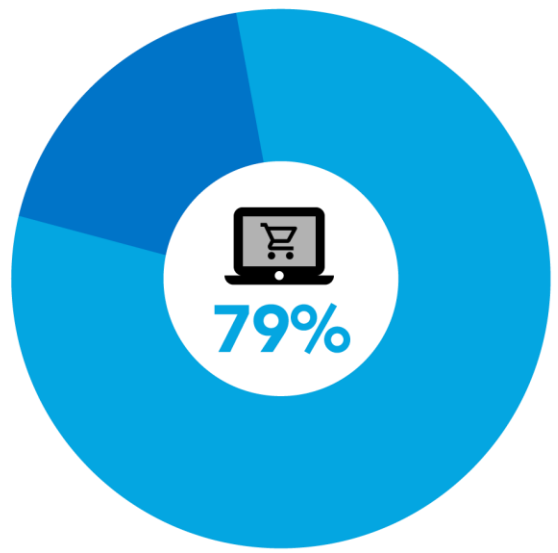
- Aggregation of data from disparate systems allows you to better understand your consumers (who/what/where/when/how)
- Supports efficient communication of key metrics (dashboards, scorecards, etc)
- Predictive analytics to enable automated engagement
 - Next best action or product
 - Risk of attrition
- Task and communication automation supports an improved, efficient and consistent experience



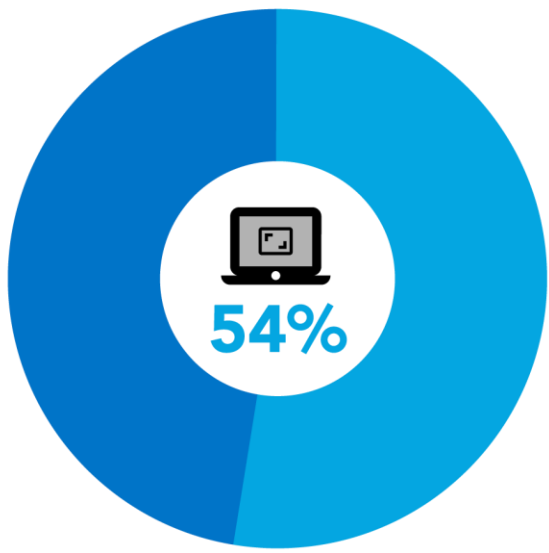




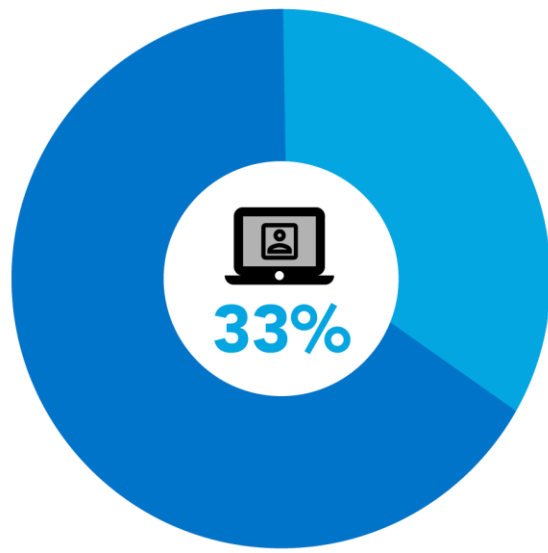




Shop digitally (in part)

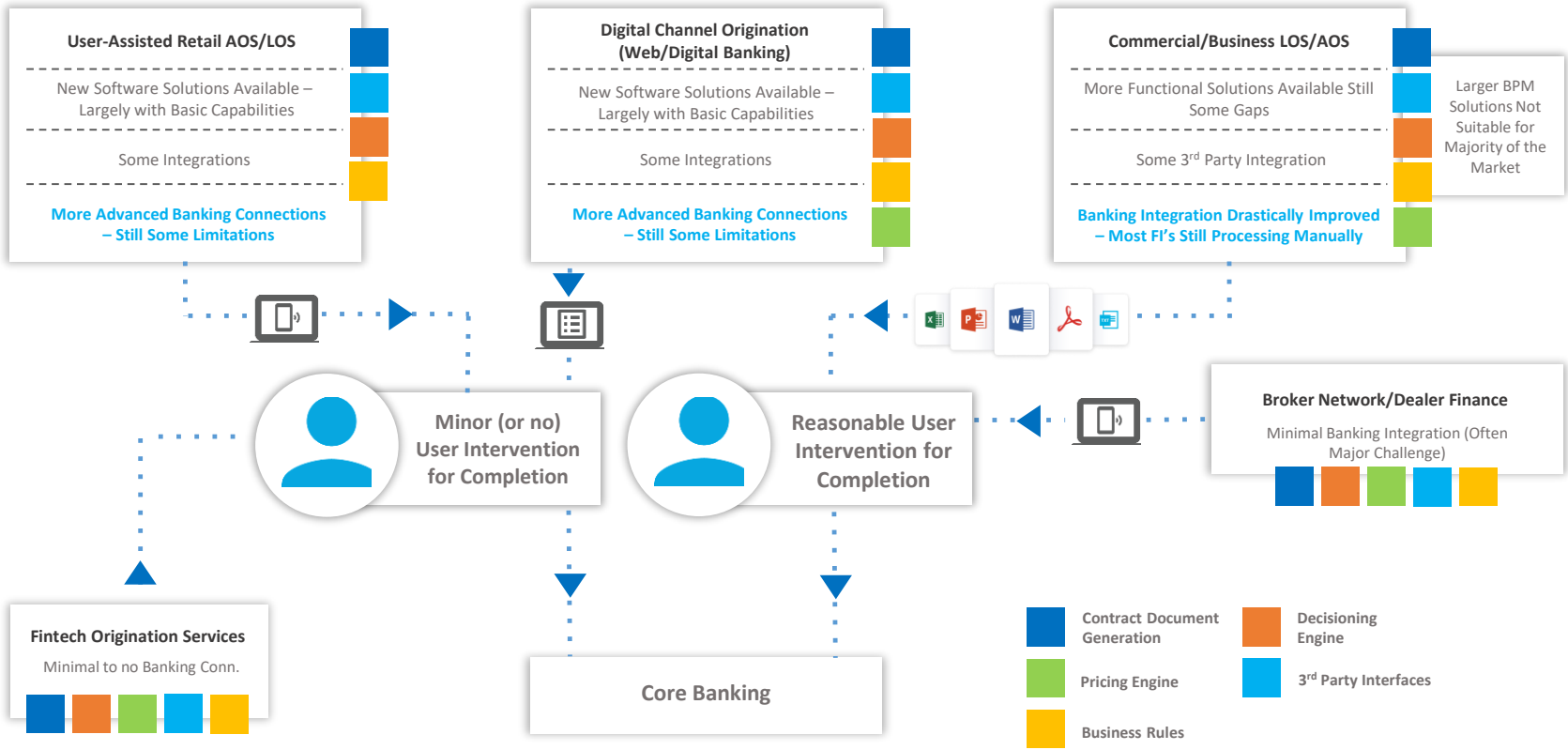


Shop digitally (exclusively)

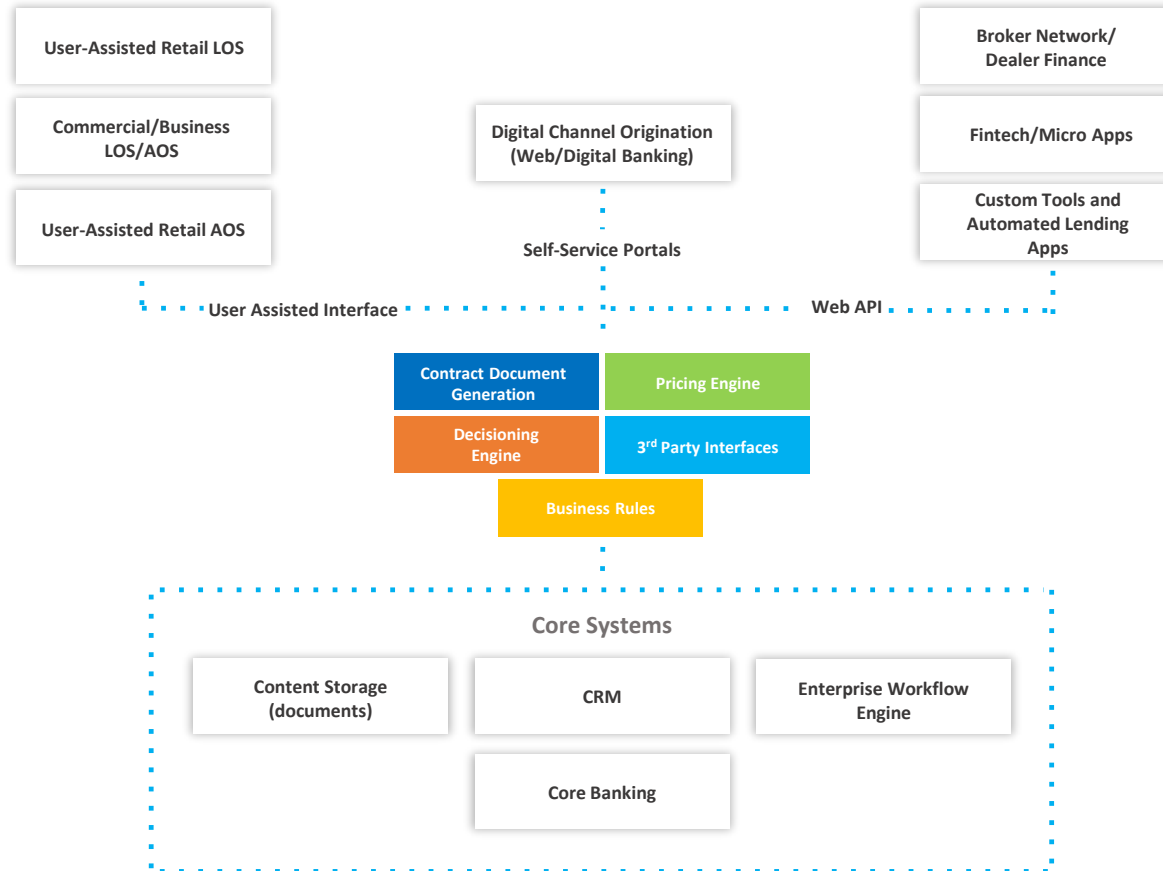


Want to open new accounts digitally

Where most are today...



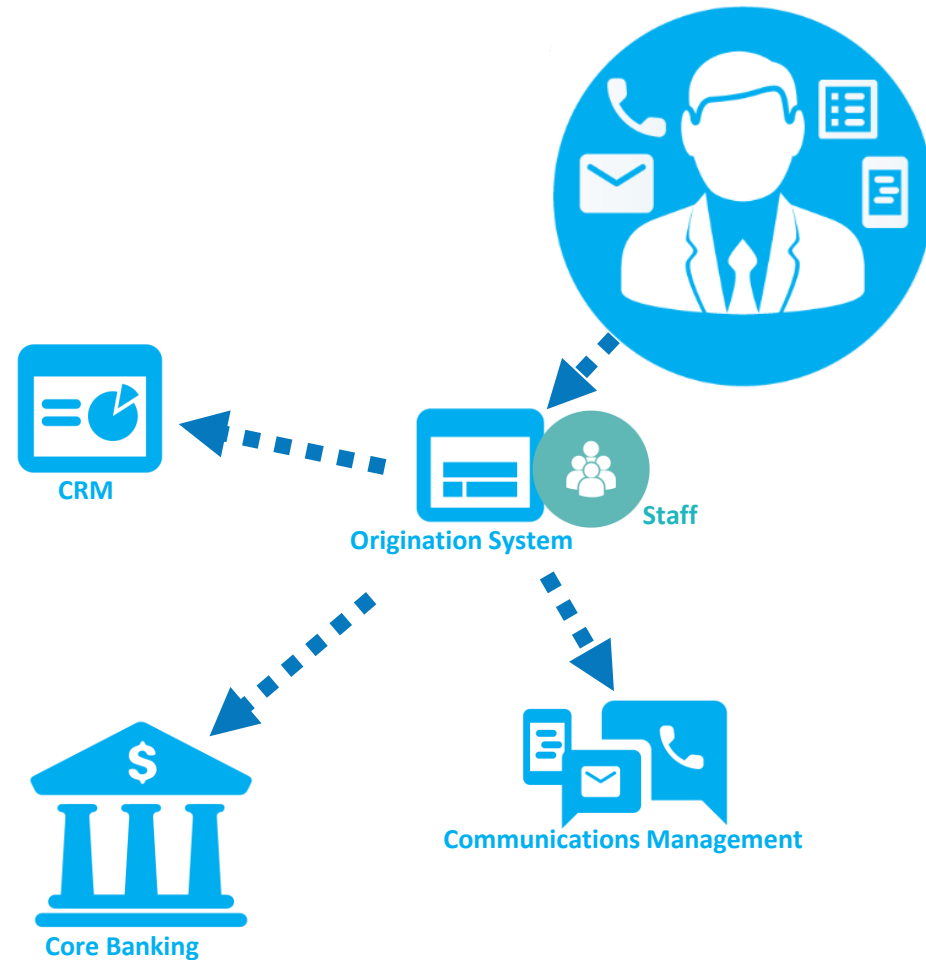
The 'Platformification' of Origination



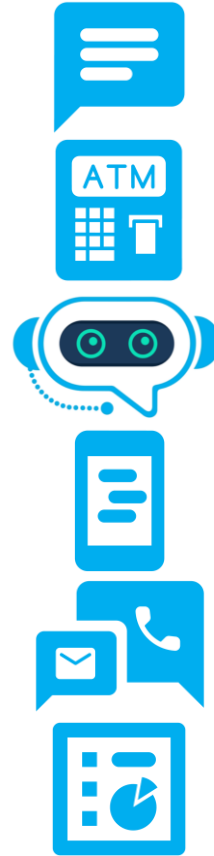
Origination

Origination features to support MX...

- Self-serve solutions that provide a simple, fast experience that integrate with your staff-facing solution
 - AVOID disconnected processes
 - Seamless channel interactions
- Though Digital is the 'flavor of the day'... **don't forget about having an efficient in-branch (staff facing) process**
- Sophisticated integrations with core banking, CRM and other 3rd party services.







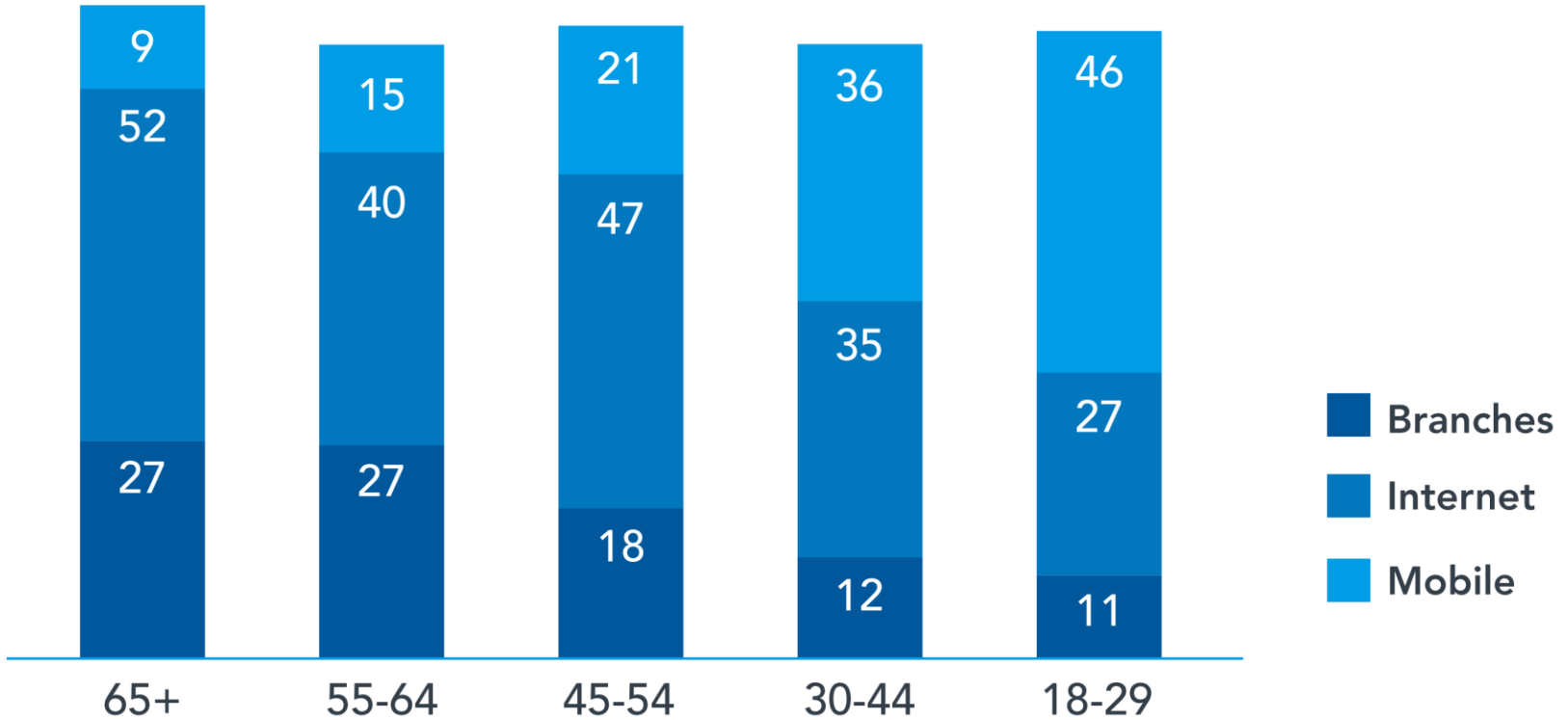
Which of you have...

CCM features to support MX:

- Record/centralize all communications (in CRM)
 - Messages
 - Notifications
 - Documents
 - Conversations
- Heavily support by API Services
- Leverage capabilities from as many systems as possible
- Communicate when they want and how they want
- Seamless and consistent communications across all channels
- Proactively distribute relevant information



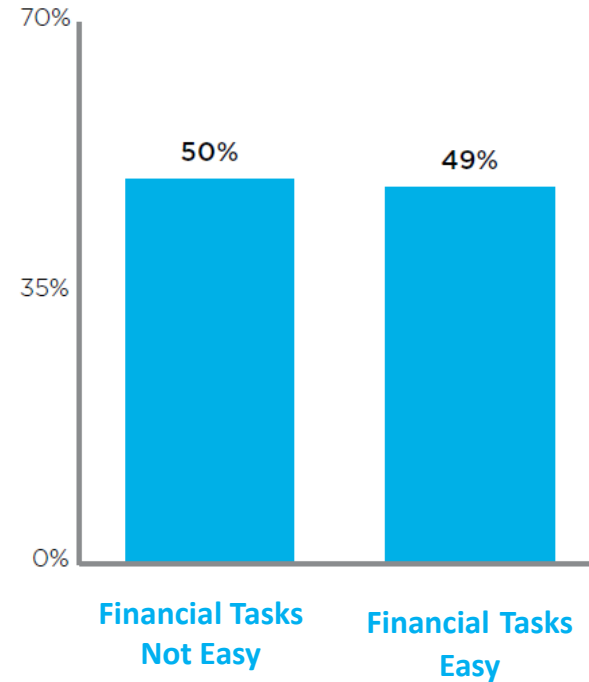
Percentage by age group who do most of their banking via:



What Drives Loyalty?

- Task ease is important, however it only mitigates disloyalty

Percentage of Customers Who Are Loyal, by Perception of Task Ease

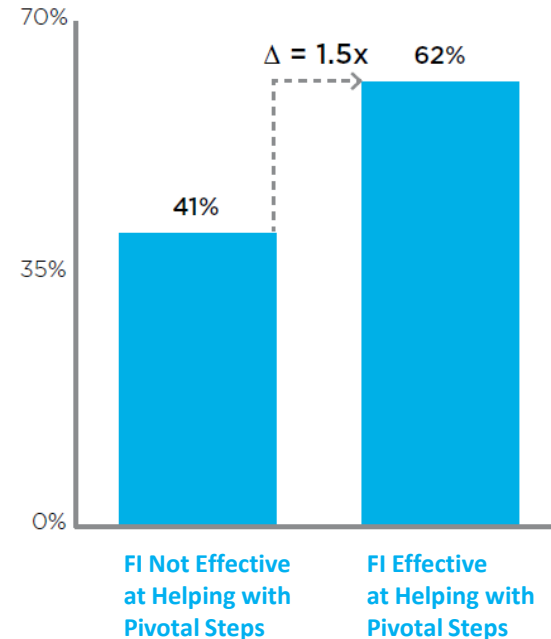


Source: CEB Customer Experience Survey

What Drives Loyalty?

- Helping with pivotal steps builds loyalty
- Pivotal Steps
 - Financial planning
 - Purchasing products
 - Staying on track
- The FI needs to be fully engaged with customer in the initial weeks and months to support pivotal steps

Percentage of Customers Who Are Loyal, by Perception of Pivotal Step Support



Source: CEB Customer Experience Survey™

Online/mobile banking solution features to support MX:

- Provide an experience beyond account lists and transactions
 - Conversational interaction and promotions (CRM integration)
 - Goal tracking (pivotal events)
 - Status of product applications
 - Access to soft copies of statements, agreements, etc.







- SaaS Solution Provider
- Dedicated to Financial Services for the past 17 years
- Helping credit unions engage members across their lifecycle
- Over 1800+ customers servicing 25+ million end customers
- Purpose-built for financial institutions

Chris Palmer, Vice President

Product Vision & Strategy Doxim

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