

How to Harness AI to Drive Efficiency & Member Satisfaction

Meet Your Speakers



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We'll Be Covering

- The Big Picture
- Delivering a Great Member Experience
- Harnessing AI & Automation to...
 - Streamline the Back-Office
 - Process Loans Faster
 - Keep Data Secure
 - Integrate Seamlessly
- FileInvite Spotlight

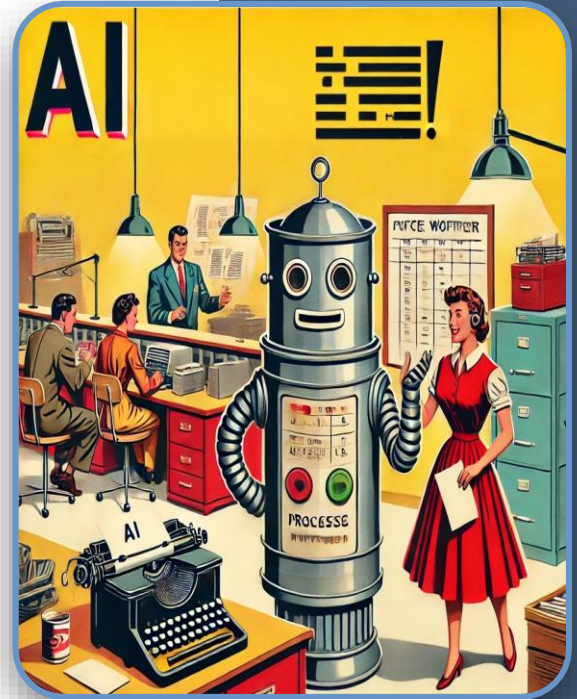
The Battle Between Efficiency + Member Experience

- **Why do they feel at odds?** Increasing efficiency led to decreasing personal touch
- **Automation's deserved bad rap:** Phone trees, chatbots, not only eliminating the relationship, but delivering a bad experience for members
- **Modern reality:** Technology doesn't replace people, it allows them more time to serve their members



When We Say “AI...”

- **AI for process automation:** Tools that handle manual workflows
- **Not focusing on generative AI:** These require additional oversight and have more inherent risk
- **Our goal:** Use practical, behind the scenes technology to speed up everyday tasks so you can spend more time serving your members

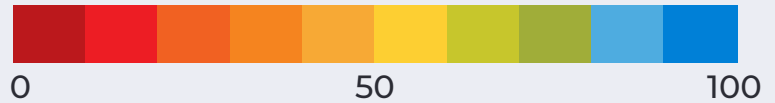




Time spent in US occupations, %



Technical feasibility, % of time spent on activities that can be automated by adapting currently demonstrated technology





40%
of work could
be **automated**



16
hours
a **week**



832
hours per **year**
~ 20.8 weeks!



Poll:

**Which goal is your
credit union most
focused on in 2025?**

Delivering a Great Member Experience



Pillar 1

**Personalized
service**



Pillar 2

**Transparency
and trust**



Pillar 3

**Speed
and convenience**

Deliver Personalized Service



Using data to **analyze member behaviors and actions** allows you to be consultative rather than transactional, showing members that they're **more than just account numbers.**

Deliver a Transparent Experience



By giving members **visibility into your processes** you eliminate confusion, and offer your members a sense of clarity - which **fosters a relationship of trust.**

Deliver Speed and Convenience



Speeding up your processes doesn't mean you have to sacrifice the personal touch that credit unions are known for.

Delivering a Great Member Experience



**88% of
people**

trust word of
mouth
recommendations
more than ads

Referral-based
members have a

**20%
higher**

retention rate



Member Experience Is Never Done



Ongoing, iterative process



Prioritize your biggest friction points first



Evolving expectations = evolving member experience strategy



Front-office vs back-office



Streamline Back-Office Operations



Converting docs



Renaming files



Verifying accuracy



Collating files



Redacting info



Categorizing data



Checking for errors



Saving files



Re-entering data

Streamline Back-Office Workflows



Financial institutions that have implemented Robotic Process Automation (RPA) have seen **processing time reductions of up to 80%** and **cost savings from 25-50%**.



Poll:

Which back-office area poses the greatest challenge for your credit union right now?

Accelerate Lending Processes



85% of small business owners say that speed to loan approval is an important factor in choosing a lender, **1 in 3 calling it the most important factor**

Consumers consider speed, convenience and reliability to be the top 3 factors, **with speed ranked #1** (even above interest rates)



Impact on Revenue & Growth



Faster approvals = close more loans in less time



Respond more easily to market shifts



Tools & Tech that Accelerate



Loan Checklists & eSignatures

Give members visibility into which documents are required, and what is required of them



Automated Follow-Ups

Keep members on schedule without having to manually check the system, or spend time chasing forms



Data Extraction

No more having to worry about typos happening while re-keying member information



Automated Decisioning

Get insights on application documents, categorize expenses and more



Loan processing times
dropped from weeks to
under 24-48 hours



Positive feedback from
members



Better employee morale
and more valued staff



Poll:

Which part of the lending process is the biggest bottleneck for your team?

Accelerate Lending Processes



Members appreciate your **speed and clarity**, while your credit union **gains operational efficiencies** and **opportunities for growth**.





Ensure Robust Data Security



Encryption

Protect sensitive data from unauthorized eyes



Access Controls

Limit internal risk and data exposure



Reduce Risk & Compliance

Track actions and changes made

Ensure Robust Data Security



88% of data breach incidents are caused by employee errors, despite security training

70% of CU members say trust is the number one factor in their banking decisions



Integrate Seamlessly



Average CU employee uses **4+** systems on a daily basis



RPA led to **95% reduction** in manually worked errors



Less friction = improved adoption



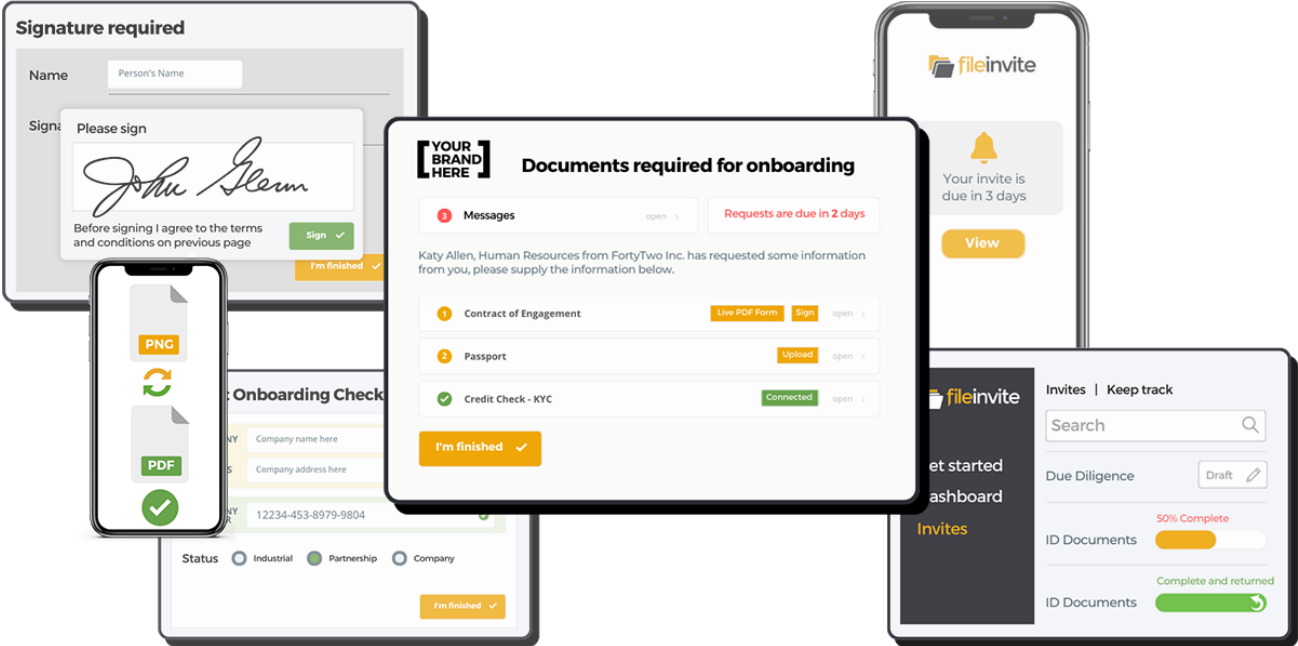
Integration paves the way for **personalized, engaging member journeys**



Poll:

What's your top priority when it comes to integrating new technologies with your existing ecosystem?

Spotlight on FileInvite



Q&A

Thank you!

Download our eBook

***5 Ways Technology Can Transform
Credit Unions' Member Experience***

