# Pilot Deliverables



**Webster Bank**

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Pilot Deliverable:

**Opportunity for Webster:** A **user experience** (in the form of our prototype) that enable consumers to explore information as they would like to consume. The prototype will limit the number of choices that the user has at any given point so that they are not overwhelmed and fully understand their choices. The prototype will address 3 key opportunity areas that we have identified

1) Missed sales opportunity,
2) Inconsistent or missed branding, and
3) Lack of technology to help position growth and foster innovation

**Value Prop:** The branch can

1) Make seamless, effortless and personalized journeys a reality
2) Unify cross-channel (mobile, social and digital) and cross-functional (sales, marketing and customer service) customer journeys to drive value across the customer lifecycle
3) Build lasting, trusted relationships by proactively engaging customers at the right time with the right interaction to mee their needs and bridge the gap between the offline and the online.

**Deliverables:** The experience will be delivered via 4 **touchscreens** and is modularized. The contents developed for the prototype will be supported with internet **connectivity** along with a content management **platform** that will enable the interactions to be meaningful and relevant.

The **modules** will be based on 4 main components that will drive the experience. These components are Value Additive, Entertainment, Community and Brochure ware.

Webster Bank would be able to deploy, manage, monitor and manage the experience.

Standard Register key deliverables for a 45 day pilot summarized are

1) Content
2) Experience built in the application
3) Connectivity
4) Hardware
5) Cloud-based, scalable CMS platform
6) Break-fix/maintenance

**Additional details**

- Four modules:  Value Additive, Entertainment, Community and Brochure ware.

- How many hours of programming for content will we give them

  Worth $40K

- How will it unify cross channel experience (Social, mobile etc)?

- How many days for the pilot?

- What commitment do we need from Webster

    o How much of their time for content?

- Training

    o Will we train their sales people on how to interact with the screen? Yes

    o Will we train sales reps how to sell with it and make a deeper connection? Yes

- What do we want in return from Webster?

    o A named reference? Yes

    o A press release? Yes

    o Do we want to be onsite to watch some of the pilot

        ▪ How much time? TBD