

Community Bankers Council

CREATING THE CROSS CHANNEL EXPERIENCE



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Presentation Agenda

- Defining Cross-Channel
- Some Cross-Channel Experience Examples
- Elements Of The Cross Channel Infrastructure
- Summary



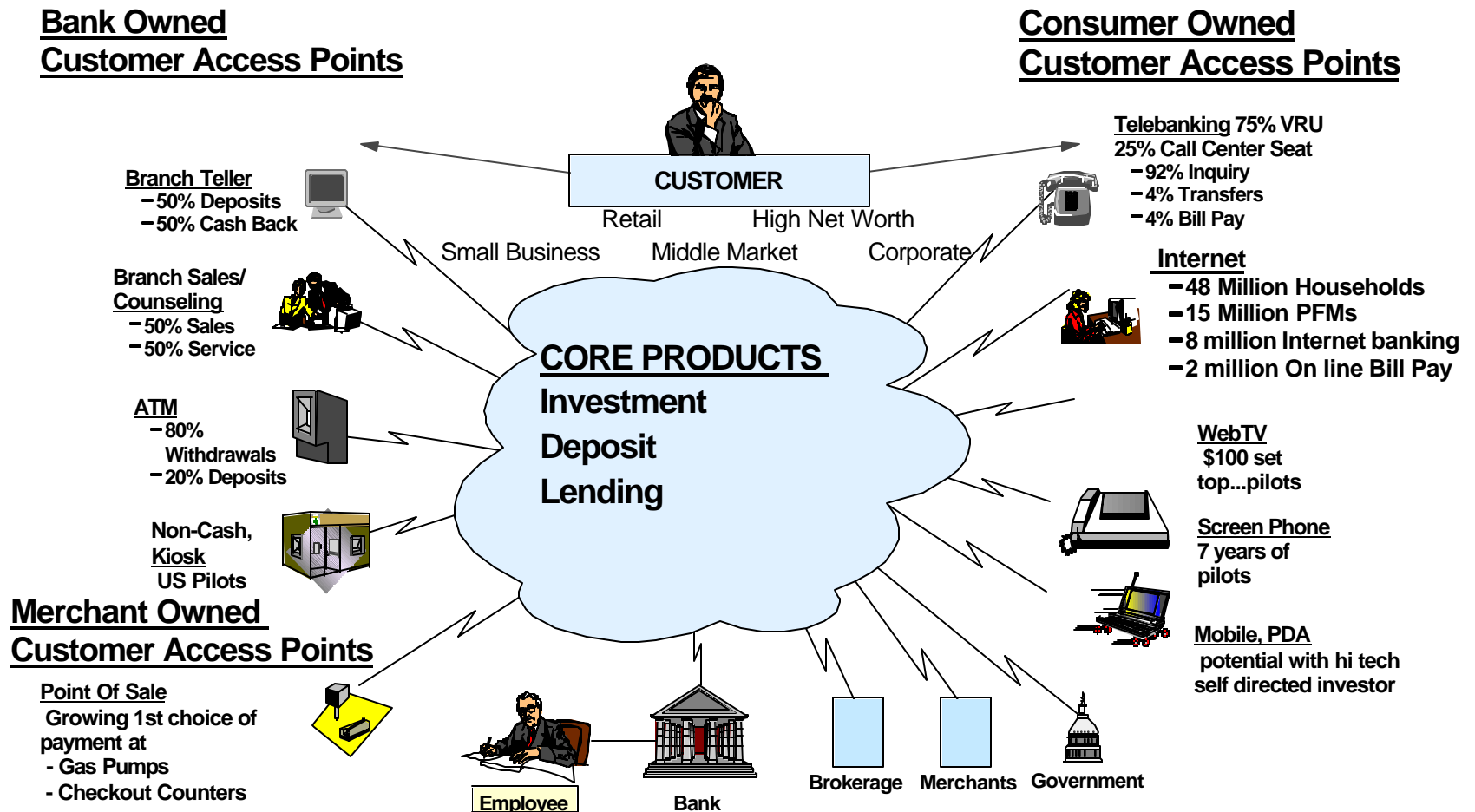
Cross-channel Integration – What are we trying to do?

■ Cross-channel integration Objectives

- ◆ Create a customer experience whereby the customer believes that he/she is dealing with a single brand that happens to have multiple access points
- ◆ Create an enterprise experience whereby the enterprise has the ability to recognize every customer at every access point and proactively react appropriately



The customer is a multi-channel user. The challenge to financial institutions is to create a consistent customer cross-channel experience to create value and establish brand...



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Branches are still the anchor channel but are being redesigned to enhance customer satisfaction, reduce costs and earn customer's business.

- Enhanced Physical Design
 - service efficiency
 - sales effectiveness
- Uniform Customer Experience
- Universal Agents
- Transaction Core
- Sales Focus
 - Cross-sell
 - White Label
 - Aggregation
 - Incentives
- New Products
 - Insurance
 - Investments
- New Customers
 - Unbanked
 - Under Banked
 - Work Flow
 - Mobile Sales Force
- Emerging Affluent
- Video Conferencing
- Receptionists
- Seminars



NFI 24 Teller



networkfi.com

Welcome To NFI, Pat

Wow, isn't the economy exciting?

Come inside and see our new investments plans for exciting times!



Your Auto Loan 2 will be paid off this month.

Your Favorites

- \$300
- Checking Balance
- Deposit
- Mini-Statement
- Tickets
- Messages
- Main Menu

ATM





At ATM #2

Last 5 visits
Br/OL/OL/ATM/OL

[illegible]

- Large deposit 3 days ago
- Offer InvestSweep offering

Details

Product Info

PDA

The sales area is private and has access to all product and advice tools, support and expertise.

- Sales force does not sit behind desk
 - ◆ Is on the floor to meet and greet customers
- The sales area is private with a dialogue occurring between the customer/spouse, FSR and screen.
- Sales are conducted in a needs based financial lifecycle context by financial advisors
- The technology supports all aspects of the branch position with functions of a universal agent





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Relationship

Customer
Household
Business

Services:

InvestAssist
Sales Help
InsureAssist
BankAssist
News
Calendar
Alerts
Messages
VideoLink

Products:

Corp
Credit
Deposit
Invest
Insure
Pay
Small Biz
Trust
Tax

Welcome to your Relationship Portal

Calendar

11:00am 12:00pm HNW meeting – J. Allen
12:00pm 1:00pm Lunch w BD at Bo's
6:30pm Soccer Practice

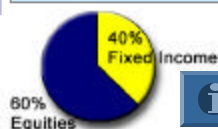


Customer

Pat O'Brien
3433443355
Segment: EA 2
WM 47 W,4K



Last 5 visits
Br/OL/OL/ATM/OL



4454 Oak Dr.
704-855-9874

VideoLink



Cancel

Send

Available: Rooms: CR1, CR2
J. Young
W. Clark
R. Griffin

Help

Call Me



...more

InvestAssist

InvestSweep

- The ideal offering for EF2 or above
- Sweeps all accounts
- Doubles your incentive bonus

E-Mail

Help

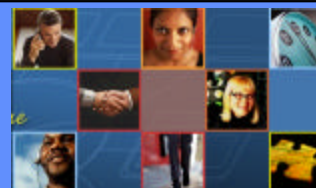


News

- ❖ Fed Chairman speaks ..
- ❖ NFI issues new report...
- ❖ Economy shows signs...
- ❖ New products announced...



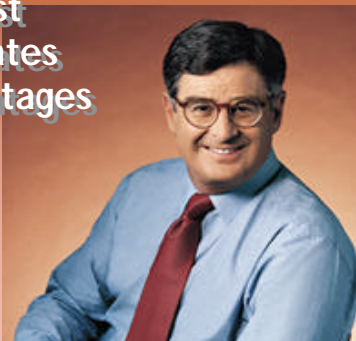
Sales Help



InvestSweep

Advantages:

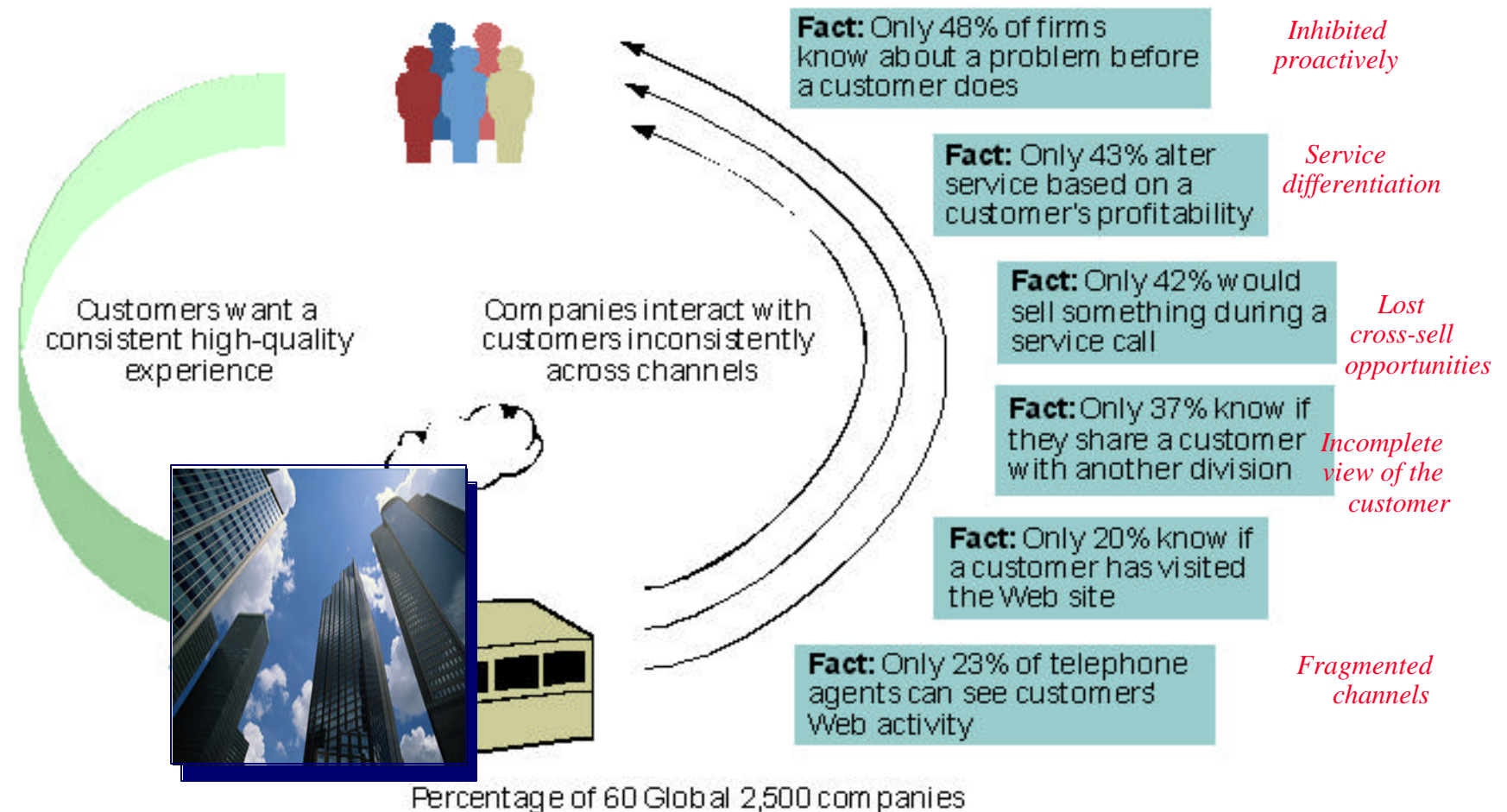
- Maximum Interest
- Lowest Credit Rates
- Major Tax Advantages



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Properly managing customer information across lines of business is a critical enabler to any customer-centered strategy and can have significant impact on a company's bottom line.



Costs of “Dysfunctional” Channels

■ Inefficiencies driving higher costs

- ◆ Duplication of processes
- ◆ Extra effort required to “co-ordinate” multi-channel initiatives

■ Lost Sales Opportunities

- ◆ “Targeted” customers not identified when they touch the bank
- ◆ Customer needs and wants not universally understood
- ◆ Longer lead to time to introduce new products and initiatives

■ Lower Customer Satisfaction

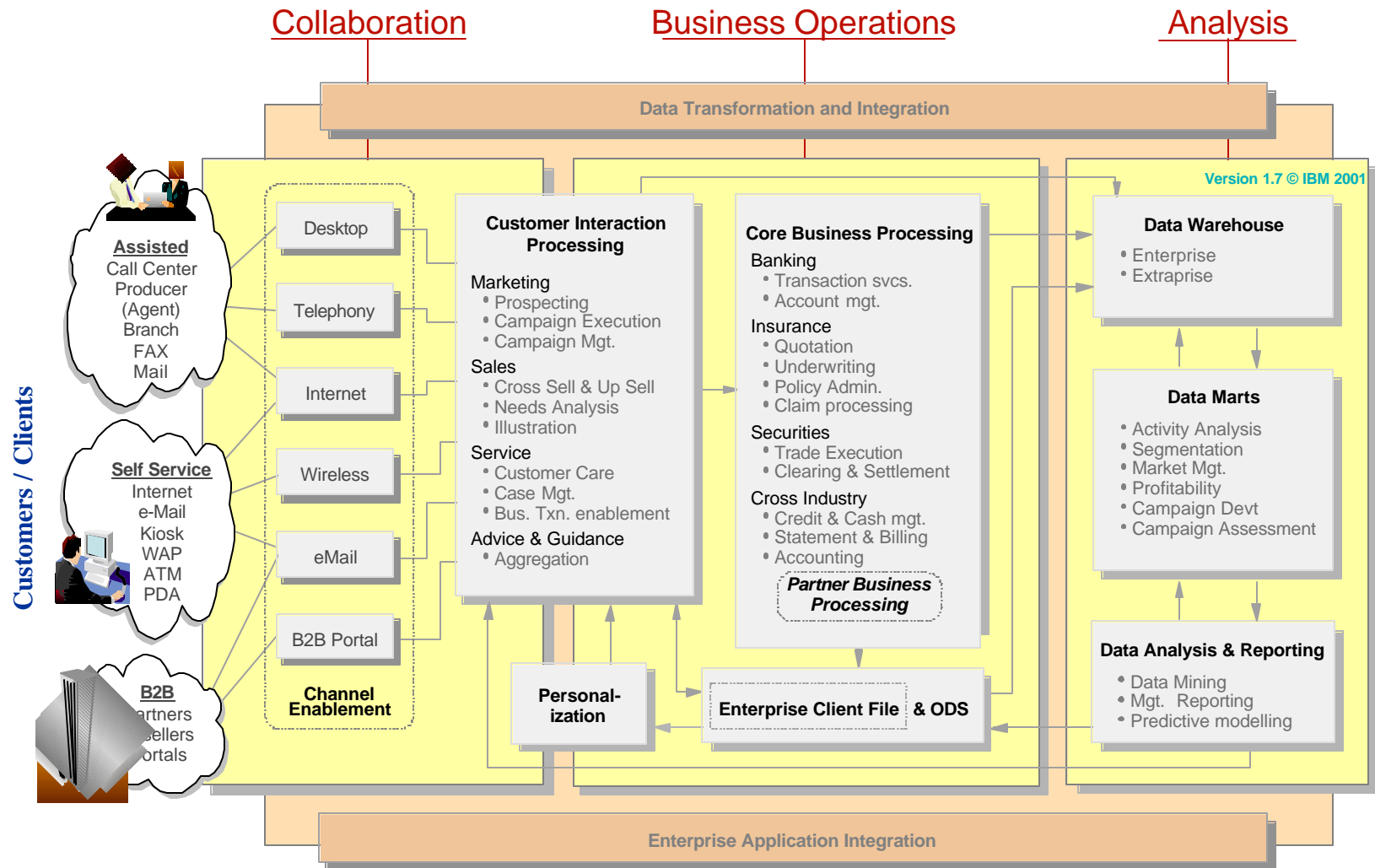
- ◆ Inconsistent treatment across channels
- ◆ Discontinuous conversations across channels
- ◆ “The financial institution does not know me”
- ◆ Inconsistent offers to customers

Multi-channel Integration – What are the key elements?

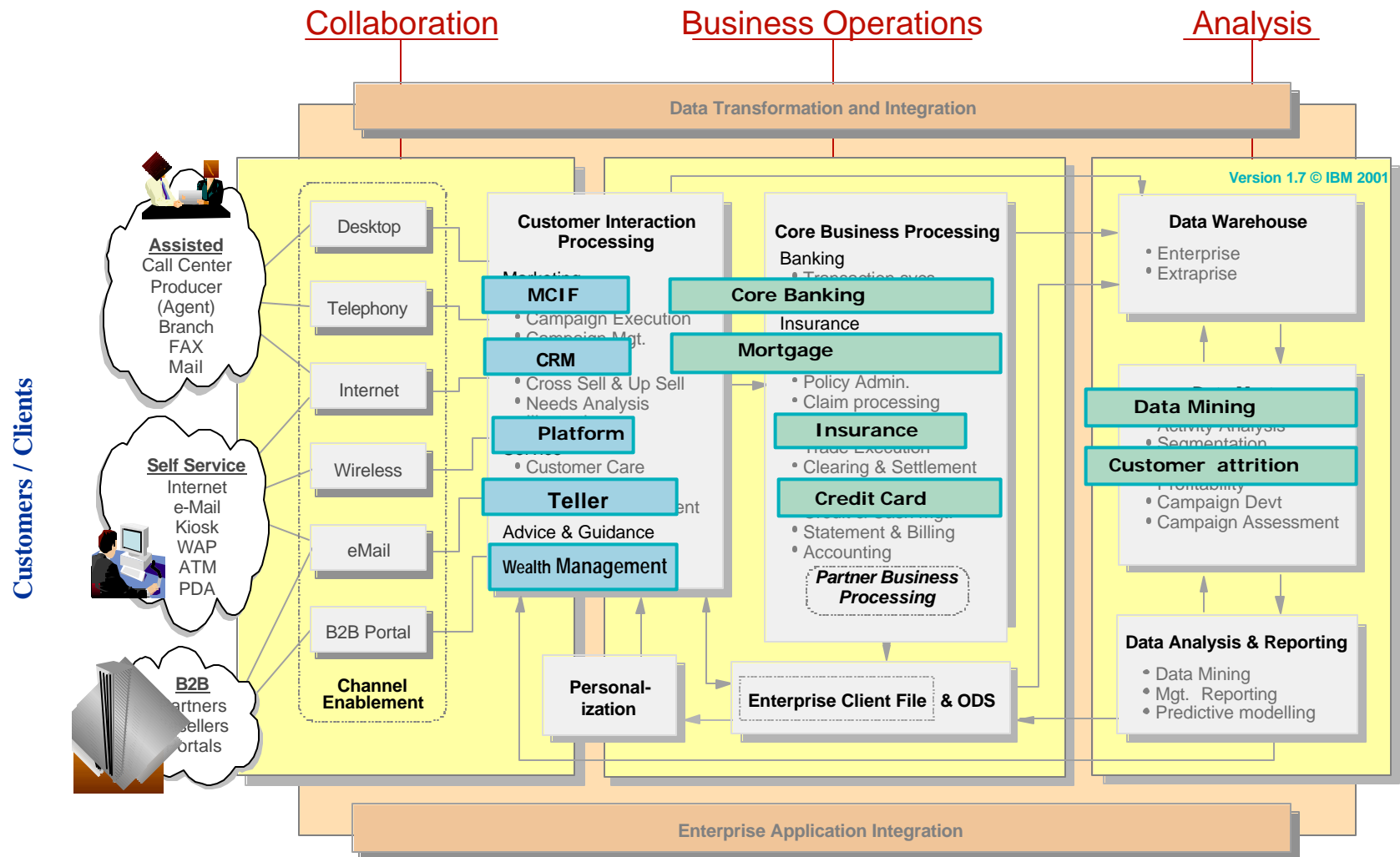
- There are multiple solution components that drive a multi-channel environment. Despite the variety in solution components all solutions must enable the following:
 - ◆ A single operational single view of the customer
= single data source
 - ◆ Realtime access to relevant customer information at the point of contact
= compute power + connection speed
 - ◆ Ability of enterprise to react appropriately to customers at all points of contact
= new generation of integrated application software

So.... why is that multi-channel thing so hard?

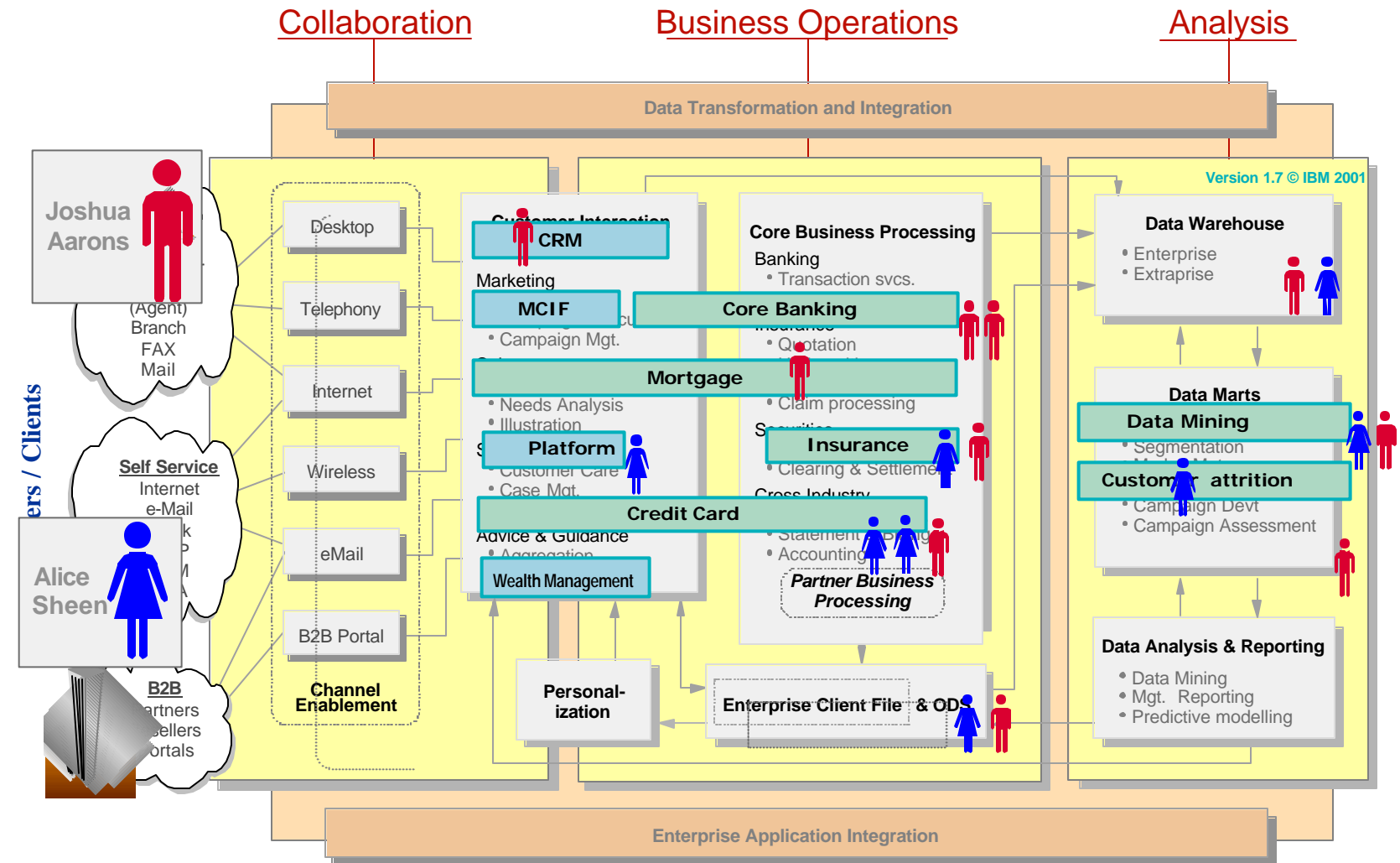
Ideally, a Customer-Centric (aka Customer Relationship-based) Business Architecture can be described as a comprehensive end to end solution enabled by tightly integrated processes and infrastructure.



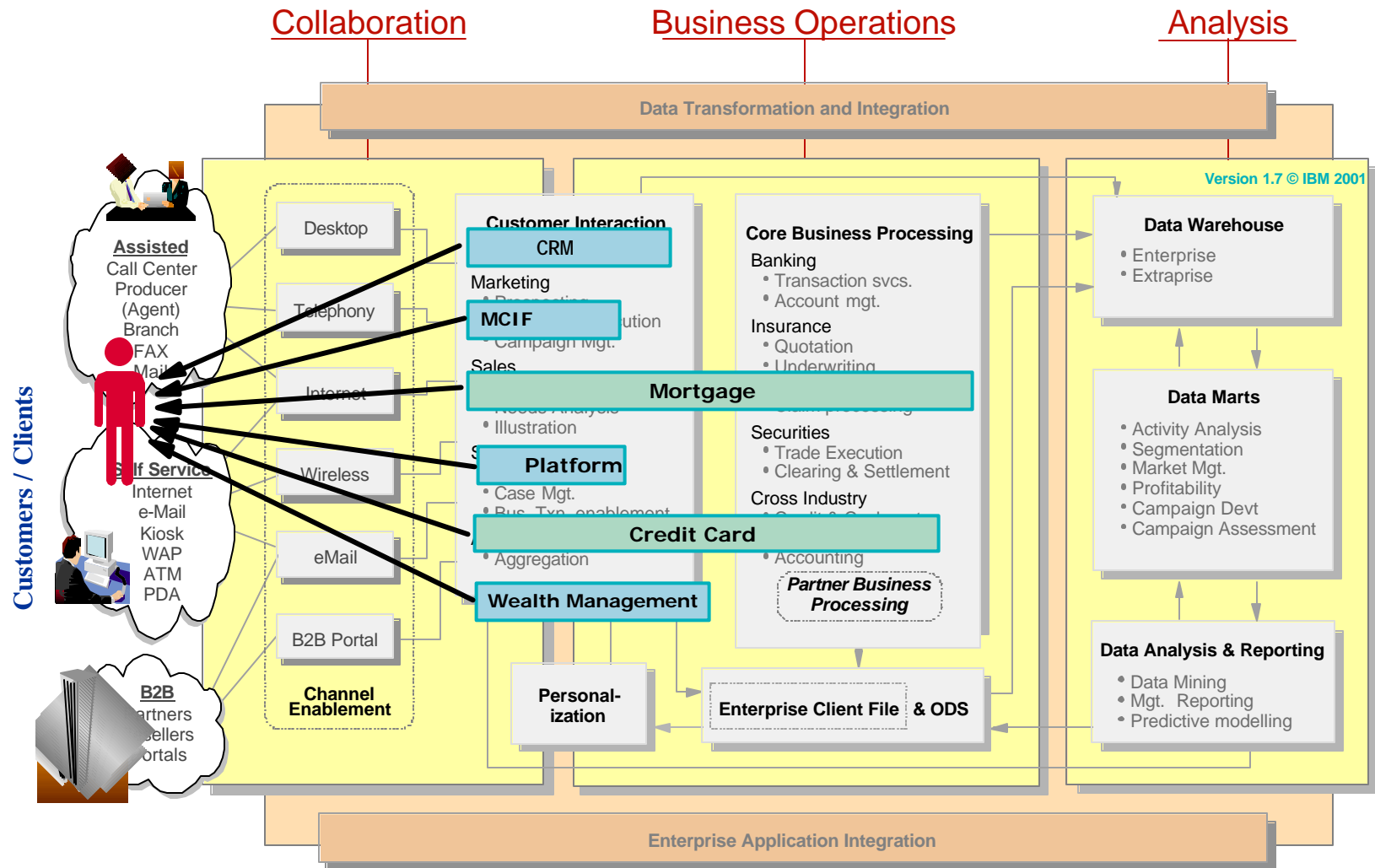
Existing IT environments are typically built from indispensable legacy systems and best of breed package applications

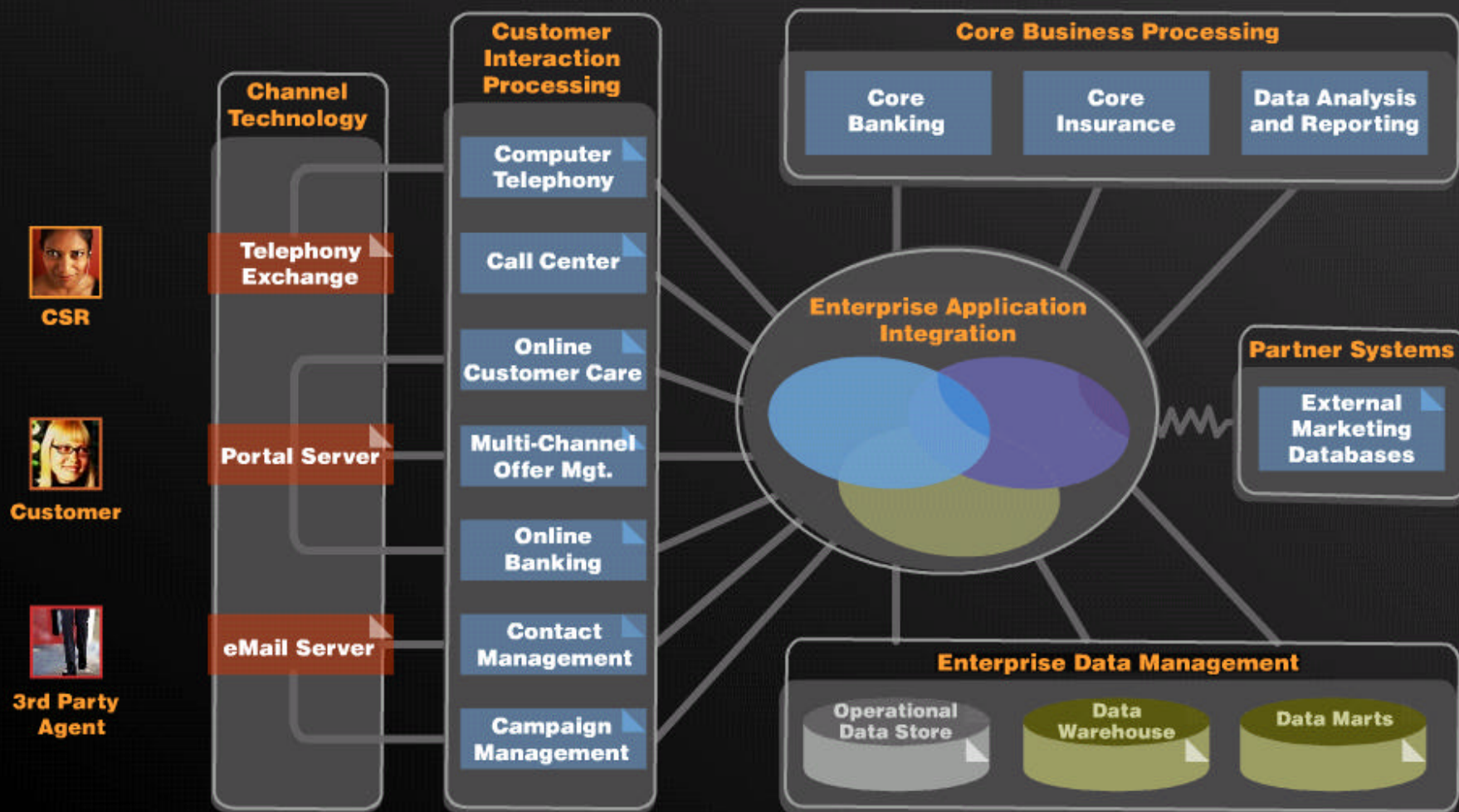


..... that duplicate customer data around the corporation



.... and do not present consistent service to the customer.





Summary

- The key elements of any multi-channel solution give:
 - ◆ A single operational view of the customer = **single data source**
 - ◆ Realtime access to relevant customer information at the point of contact = **compute power + connection speed**
 - ◆ Ability of enterprise to proactively react appropriately to customers at all points of contact = **new generation of integrated application software**
- Benefits of multi-channel are understood and quantifiable in:
 - ◆ Operational Efficiencies
 - ◆ Increased Revenue
 - ◆ Improved Customer Satisfaction