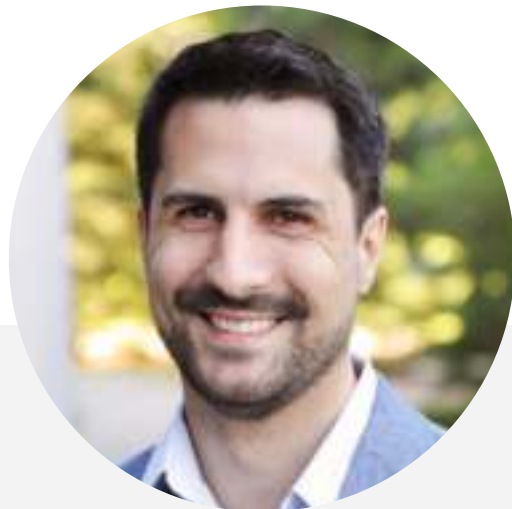




coconut
SOFTWARE

Distance Banking: Digital, Streamlined and Future Proofed



Nathan Poellet
SR. DIRECTOR OF PRODUCT

Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19



EDITOR'S PICK | 100,460 views | Oct 26, 2019, 09:00am EDT

Millennials Will Become Richest Generation In American History As Baby Boomers Transfer Over Their Wealth



Jack Kelly Senior Contributor

Careers

I write actionable interview, career and salary advice.

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Agenda

01 Digital engagement = streamlined
in-branch experience

02 Measuring channel effectiveness

03 The future of branches

04 Q & A





**Digital engagement =
streamlined in-branch experience**





Companies that transform digitally create highly engaged customers who:

- Are **six times** more likely to try a new product or service from their preferred brand
- Are **four times** more likely to have referred your brand to family and friends
- Are **two times** more likely to make a purchase with their preferred brand, even when a competitor has a better product or price

<https://www.pwc.com/us/en/library/digital-iq.html>

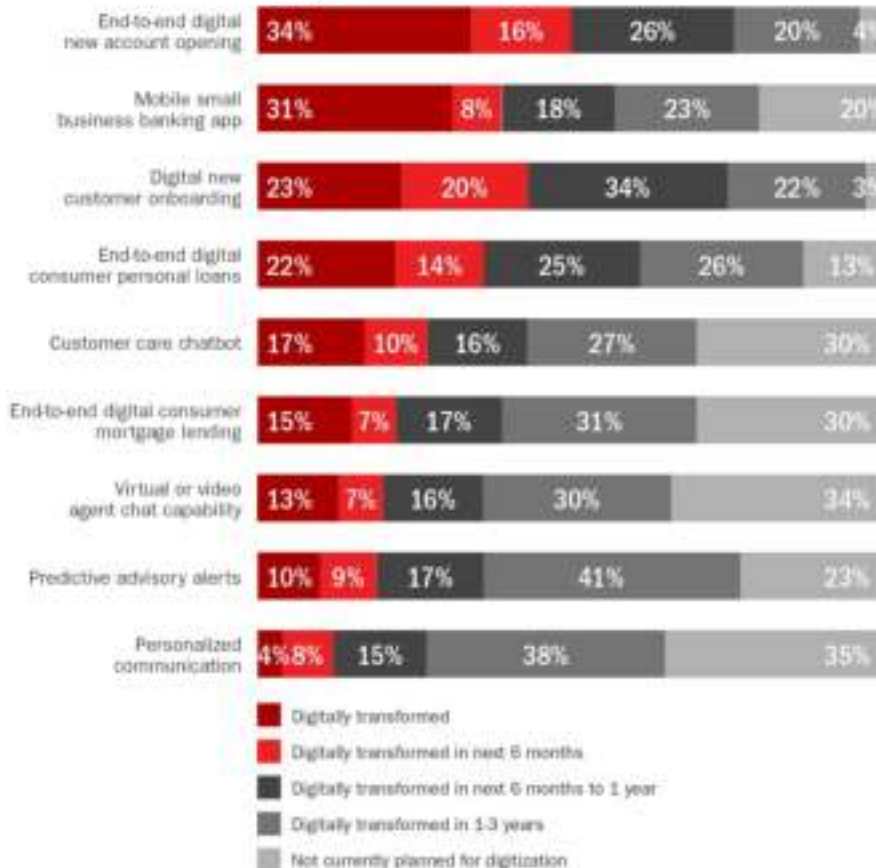
**Digital
transformation:
not optional**



Insights

STATUS OF SPECIFIC DIGITAL TRANSFORMATION STRATEGIES

Q: What is the current status of the following digital transformation strategies?





50% of banking customers
are specifically looking for a
seamless mix of physical and
digital services.

Now what?

Divert from Physical Channels

75-90% of current customer services can be done over the phone.

Improve Consumer Education

Go beyond landing pages and emails.

Monitor and Adapt

Gather feedback. Both internally and externally.

Leverage technology to help

You can't do this all manually, so what can you automate?





Measuring channel effectiveness





Track the Engagement ROI



1

Easy engagement paths

2

Staff coverage & performance

3

Data driven marketing



41%

increase in booked appointments

13%

Decrease in no-show & uncompleted appointments

3x

higher conversion rate for clients who booked an appointment

55%

Of new clients start via online channel versus walk-ins



The future of branches





Today



Fall 2020



2021+



IN CONCLUSION:

Treat people really well during a time of crisis and they'll remember how you made them feel.



Q & A

More Questions?

coconutsoftware.com/distance-banking

