How the Appointment Economy is Changing the Banking Experience

The current environment has pushed banks and credit unions to assess the purposes of their branch networks, and identify new ways to expand the value and accessibility of their branches to drive business growth. At the same time, consumers are increasingly expecting a seamless experience when switching between the convenient digital tools they use every day and the branch environment they trust for their most important financial matters.

MORE QUESTIONS? LET'S CHAT!

FREQUENTLY ASKED QUESTIONS

ARE APPOINTMENTS BOOKED THROUGH COCONUT SOFTWARE SCHEDULED BY BRANCH LOCATION OR BY BANKER?

The best way to increase customer engagement is to make it easy for them to engage with you. Mapping out and streamlining all the possible entry points, or paths a customer might take to contact you will help identify and eliminate bottlenecks in the process - improving customer experience and helping you reach your organizational goal of securing revenue generating touch points.

Entry points can range from LinkedIn advertisements leading to a microsite to a special 1-800 number that routes to specialized IVR to QR codes on a poster.

IS CURBSIDE OR REMOTE INTERACTIVE CHAT AVAILABLE?

Curbside is supported through Coconut by encouraging customers/members to book appointment slots to meet at the branch for certain services. Walk-ins can also be supported through our lobby and visitor management solution: the system allows for staff to notify visitors when they should approach the branch to complete their meeting.

Currently, Coconut does not support interactive chat, however we are looking into incorporating it in the future.

HOW DO YOU DETERMINE THE TIMING BETWEEN APPOINTMENTS?

Timing for each service is determined as you're setting up said service within the Coconut Platform. Clients typically have a good estimate on the amount of time required for a mortgage application, versus an introductory advisory meeting, versus a notary appointment. You'll also be able to provide staff with time between meetings to debrief and prep for the next. Everything is configurable within Coconut.

coconut
SOFTWARE

DO YOU HAVE A SEPARATE TEAM FOR EACH CHANNEL (PHONE, INBRANCH, AND VIDEO)?

Clients typically do not have entirely separate teams for each channel, with the exception of Contact Center employees. We've seen that, especially to handle pandemic banking requirements, staff who traditionally worked in branch moved home and managed their appointments using phone or video meeting methods. Some staff may prefer not to use video conferencing, and we provide the option to opt specific staff out of these methods.

HOW DO YOU SEE IN-BRANCH APPOINTMENT SCHEDULING KIOSKS/IPADS A BENEFIT TO THOSE MEMBERS ALREADY IN THE BRANCH. I UNDERSTAND IT BEING AVAILABLE ONLINE BUT DO YOU SEE IT BEING AS IMPORTANT FOR FOLKS WHO ARE ALREADY ONSITE?

We often see clients use kiosks to help manage walk-ins - by leveraging our lobby and visitor management solution (of which kiosks are a part) walk-ins can be captured and then assigned to individual staff members to action. Instead of having visitors wait in line to talk to a teller to see if there is time to chat, the kiosks (either as on a stand or when given to a greeter) allow for self service. Additionally, visitors can book appointments in advance through the kiosk, so if the line is too long they can book an appointment and come back at their predetermined time.

DO YOU SETUP SCHEDULING AVAILABILITY BASED ON EACH INDIVIDUAL EMPLOYEE AT A BRANCH, OR BY THE BRANCH AS A WHOLE? IF IT'S BY EMPLOYEE, DO CLIENTS USE WORKFORCE MANAGEMENT TOOL TO KEEP TRACK OF WHICH EMPLOYEES WILL BE AT A PARTICULAR BRANCH EACH DAY?

Typically clients will set up the location or branch hours of operation, and then can configure for individual employees where needed (i.e. if the branch opens at 9 AM but a certain employee starts at 10 AM). The benefit of Coconut is that the availability in the system integrates with your calendar (such as Google Calendar or Outlook) so that availability is in real time and prevents any double booking.

If a client uses a HRIS or HCM system, Coconut can build an integration to ensure the data flows between the two systems.

WHAT ARE THE ANALYTICS THAT COCONUT SOFTWARE PROVIDES? IS IT POSSIBLE TO PULL REAL TIME DATA AT A MANAGEMENT OR SENIOR LEVEL?

Coconut offers a variety of reporting and insights as part of our system tools. We'd recommend having a look at our solution page here for more info.

coconut
SOFTWARE

FREQUENTLY ASKED QUESTIONS

WHEN CUSTOMERS SET APPOINTMENTS THROUGH COCONUT SOFTWARE, ARE THEY MAKING THE APPOINTMENT WITH THE BRANCH OR WITH AN SPECIFIC ADVISOR?

Generally, customers would be making an appointment for a certain service, at a particular branch (or through phone or video conferencing) with a particular staff who is available. Depending upon your institution's preferences and team structure, Coconut can also simply assign appointments to a general pool of talent i.e. not to a certain individual.

We do offer booking shortcuts that allow customers/members to book directly with an individual staff member. Often we see our clients use these booking shortcuts in email signatures, LinkedIn accounts etc.

HAS WECU DEVELOPED INTEGRATIONS FROM COCONUT SOFTWARE INTO OTHER PRODUCTS SUCH AS CORE TRANSACTION PROCESSING SYSTEMS, CRMS ETC.

Coconut Software has open APIs and a library of documentation to build these integrations. Coconut has the capability to design integrations, leveraging our APIs, with a number of systems. If you'd like more details, please contact us.

DO YOU HAVE COMPLIANCE DISCLOSURES INCLUDED IN VIDEO MEETINGS OR TEXT MESSAGING?

Coconut Software can include compliance info in video based service instructions as well as prior to bookings. Text messages sent out from the system can also be modified if you need to include compliance information.

coconut
SOFTWARE

Coconut Software is a leading provider of customer engagement solutions, empowering modern banks and credit unions including: Vancity, United Federal Credit Union, Servus Credit Union, and Royal Bank of Canada. By delivering seamless experiences for both financial institutions and their customers, Coconut Software helps to bridge the gap between digital and physical channels and improve operational efficiencies. Through technology that supports enhanced customer experiences across all touchpoints, Coconut's solutions consistently increase satisfaction scores, decrease churn, and strengthen acquisition.

Visit www.coconutsoftware.com for more information.

Let us help future proof your customer engagement strategy, in-branch, online, and in-person.

Book an appointment with one of our experts today!

BOOK NOW