

How the Appointment Economy is Changing the Banking Experience



Introduction



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POLLING QUESTION #1

Is improving synergies between digital and in-branch customer experiences a formal part of your engagement strategy right now?



WHAT BANKING LEADERS ARE THINKING

53% of banks claim improving synergies between digital and in-branch experiences is a formal part of their growth strategy



Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19



1. Identifying new ways to **expand the value and accessibility** of their branches to drive business growth
2. Re-evaluating where the **brick-and-mortar experience** lies in the customer journey
3. Evaluating the **capabilities and capacity** of existing branches during each re-opening phase

Re-imagining the Branch Network



Reimagine how to
use branches.

**TWO
PRONGED EFFORT**

Focus on the
Appointment
Economy.





POLLING QUESTION #2

Is introducing new products, services, and/or capabilities to meet changing consumer behaviour post pandemic a formal part of your engagement strategy right now?



WHAT BANKING LEADERS ARE THINKING

48% of banking leaders plan on introducing new products, services, and capabilities to meet changing customers needs & behaviors.



BANK LEADERS ARE REIMAGINING THE PURPOSE OF THE BRANCH:

**Transitioning the branch to
become a hub for financial
activity**



THE APPOINTMENT ECONOMY

Digital Start To Engagement

43,928 Total Engagements

Text Message Sent

Lobby Wait Time · 5 min

S M T W T F S

YOUR ADVISOR
Jack Davis

The central image shows a woman in a blue shirt looking at her phone. A teal line connects this image to a data point for '43,928 Total Engagements'. Below the woman, a calendar interface is shown with the days of the week (S M T W T F S) and a red dot on the Friday of the second row. To the right of the calendar is a card for 'YOUR ADVISOR Jack Davis' with a profile picture. Above the calendar and to the right of the woman are two notification cards: 'Text Message Sent' and 'Lobby Wait Time · 5 min'. The entire graphic is set against a white background with a light teal border.



THE APPOINTMENT ECONOMY

Self Serve Online Appointment Scheduling

72% of banking customers prefer the online appointment scheduling experience.



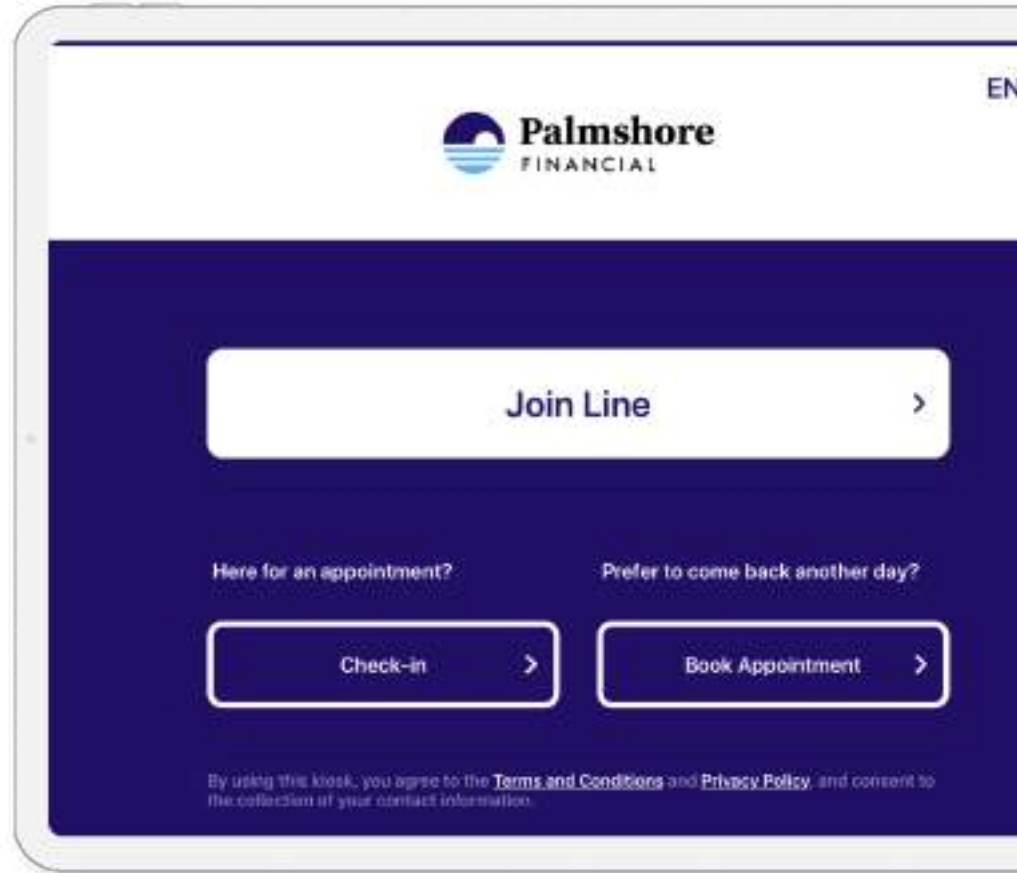


WHAT BANKING CUSTOMERS ARE THINKING

71% of banking customers say access to self-service tools in the branch are important in their physical banking experience

THE APPOINTMENT ECONOMY




Self Serve In-Branch Management



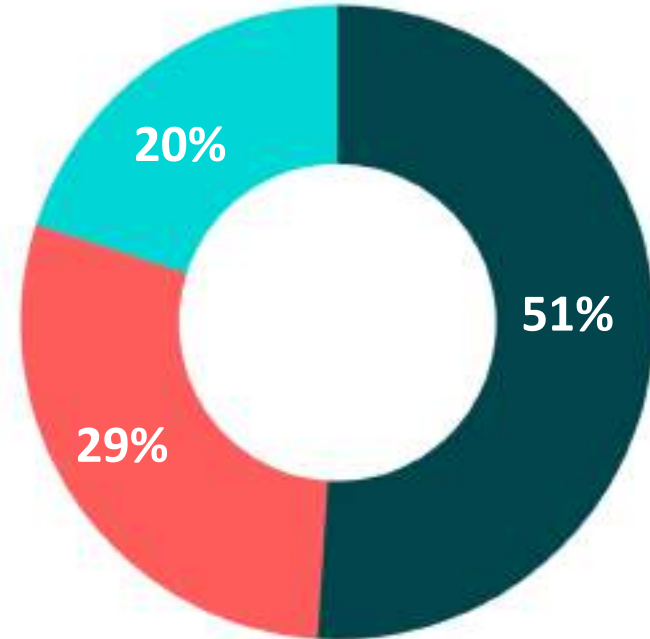


THE APPOINTMENT ECONOMY

Visitor Management

-  Digital experience via mobile banking
-  In-branch experience
-  Digital experience via desktop

Which style of banking experience do you generally prefer, given a choice?





POLLING QUESTION #3

Does your bank or credit union currently use tools like appointment scheduling, lobby or visitor management, call back features and phone and video meetings?

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





Any Questions?

Submit them through the Q&A widget

Coffee Chat

WITH

Jerimy Saldivar



JERIMY SALDIVAR

Director Of Member Experience,
Whatcom Educational Credit Union - WECU





Who is WECU?

WHATCOM EDUCATIONAL CREDIT UNION

**One of Western Washington's
largest credit unions:**

- Based in Bellingham, Washington
- 415 employees across 13 locations
- Over 130k members
- \$2 billion in assets, gave nearly \$500k to local nonprofits and community groups
- Offering retail, real estate, and commercial banking services





QUESTION #1

How does WECU consider the branch within your overall customer engagement strategy?



QUESTION #2

Previous to implementing Coconut,
how was WECU engaging with your
members?

Did you track appointments?



QUESTION #3

As the U.S. started to social distance,
how did WECU change to meet
member demands?



QUESTION #4

What role will your branches play
in a post-pandemic world?



QUESTION #5

What's next for WECU in the world of member engagement?



QUESTION #6

What is one suggestion you'd like to share with the audience?



Q & A

More Questions?

www.coconutsoftware.com/distance-banking/