

Retaining & Gaining Customers in the “Next Normal”

July 14, 2020

Sponsored By:  **HARLAND CLARKE**®

Today's Presenters



Traci DeGolier

Vice President, Data and Analytics

Harland Clarke

Traci.Degolier@harlandclarke.com



Stephenie Williams

Executive Director, Acquisition Solutions

Harland Clarke

Stephenie.Williams@harlandclarke.com



What we'll cover today



How the pandemic has affected consumers and financial service providers

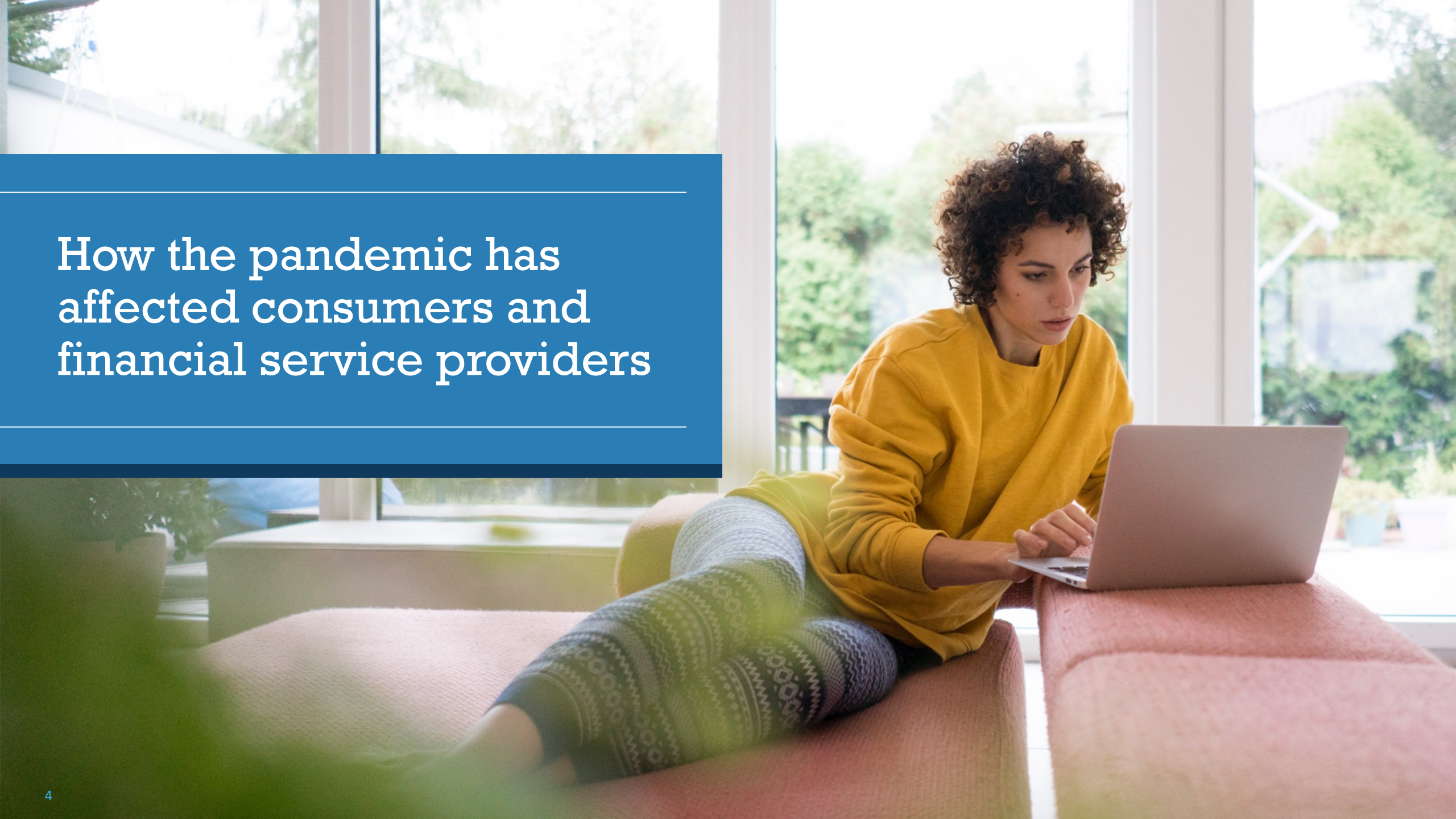


How to build a comprehensive strategy to reach the right prospects



Delivering the products and services to serve your customer in their time of need

How the pandemic has affected consumers and financial service providers

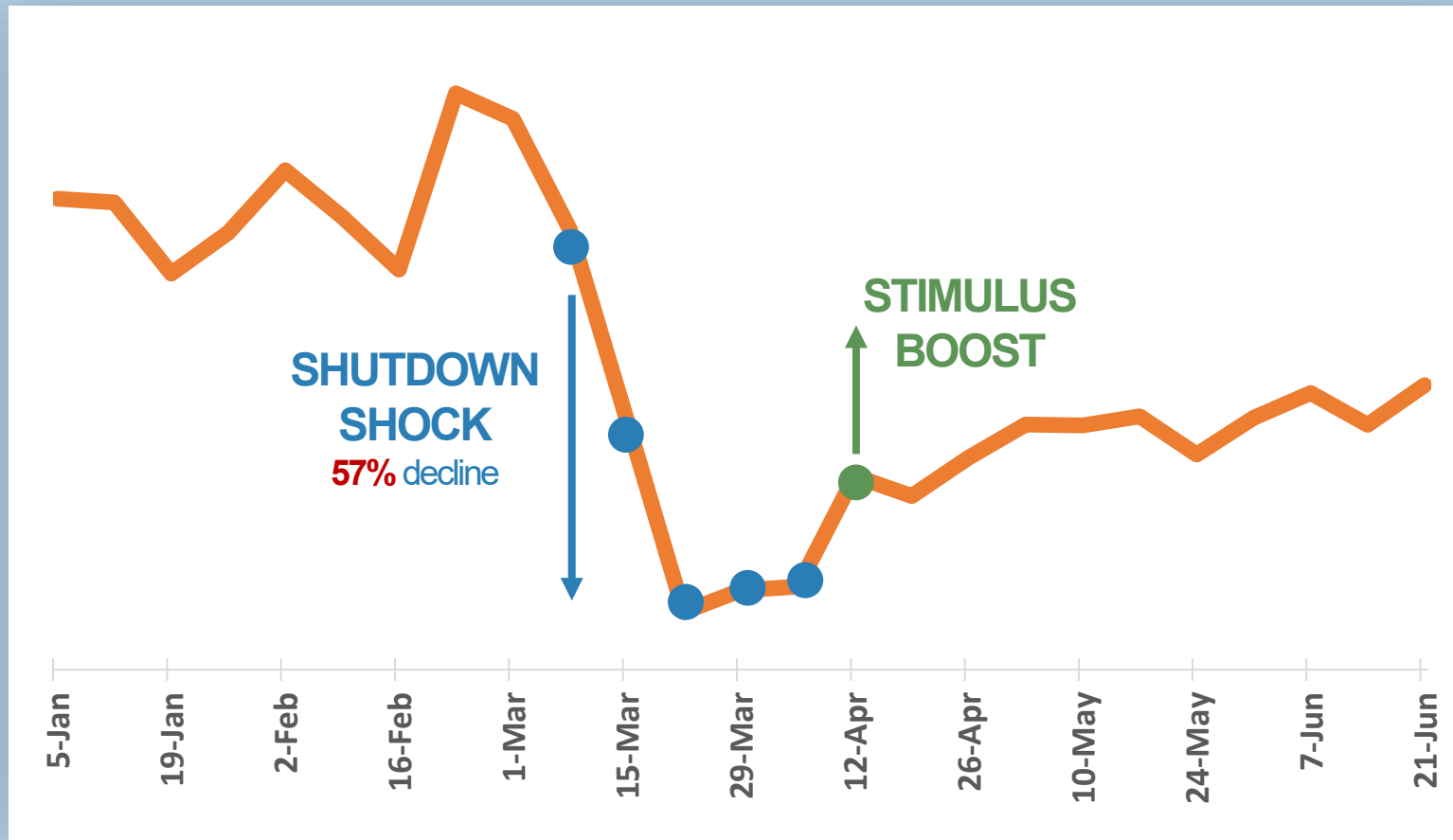


Effects of the Global Pandemic



- Consumer behavior toward saving money will change
- Consumer relationship with financial service providers will be different
- The opportunity to service/consult in branch may be different
- Auto refinance opportunity increasing
- Demand for mortgage refinance and new mortgages is steady
- Consumers will be looking for relief, opportunity for home equity loans/lines of credit and personal loans
- The number of checking accounts first declined, then increased, now stabilized

Despite Branch Lobby Closures, Consumers Are Still Opening Checking Accounts



Financial Institutions Are Flush With Deposits



Consumers learned a lot about their financial providers during the crisis and as things recover, those having a poor experience will be looking for new providers. Despite being flush with deposits all banks will be looking to increase their customer base.



Polling Question Slide



How has your institution adapted its marketing activity in response to changes in economic conditions and consumer behavior caused by the pandemic?

1. Still unraveling the complexities of re-opening branches – little to no marketing
2. Cautious Marketing – Lower Quantities very selective
3. Carpe Diem- Return to Normal Marketing activities



Reach the
right prospects

An Omnichannel Acquisition Strategy is Critical

- Use a multi-touch approach to get your message into the market consistently
- Consider direct mail in addition to your digital channel as consumers spend more time at home and look forward to checking their mail
- Conduct a holistic review of your customer experience to ensure it is a positive one *before* driving volume
- Support deposit and household acquisition with direct mail, email, digital display and contact center



Deposit Acquisition: A Range of Options



1. Use data analytics and modeling to identify your best customers and find “lookalike” prospects
2. Uncover affluent, high-balance prospects
3. Saturate the local market or focus on specific areas
4. Optimize the digital account opening experience
5. Be explicit about your offer (i.e., “Save for an emergency”)
6. Utilize attractive deposit incentive offers to increase response rates
7. Offer customers mechanisms by which to achieve success (i.e., keep the change)
8. Drive fee income by focusing on high debit card transactors

LOAN APPLICATION

General Questions

Name:

(Please use capital letters)

Birth Date: Gender: ☐ Male ☐ Female

Address:

Phone number: E-mail:

ID Number: Social Security Number:

Occupation:

Status: ☐ Single ☐ Married ☐ Divorced ☐ Others

Delivering the products
and services your
customers need now

The Current Loan Environment



Mortgage
originations through
June are up 73%
compared with 2019



Consumers are
reconsidering the
advantages of home
equity borrowing as
a safety net



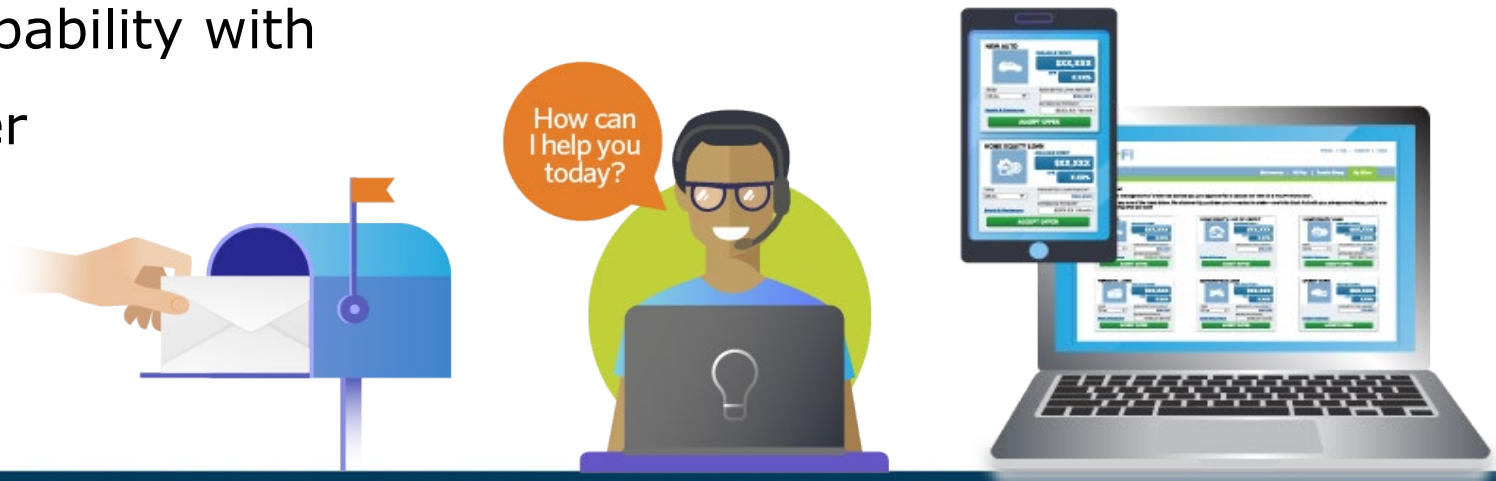
Bank share of auto
loans grew to 33.4%
in Q1

Multi-prong Marketing is Key to Successful Loan Acquisition



A Variety of Loan Preapproval Solutions

- Single-loan preapproval can be very surgical, or narrow in focus
- Multi-loan preapproval offers displayed in online and mobile banking
- Trigger-based loan preapproval shows you are in touch with customer needs and want to serve
- All solutions have multitouch capability with direct mail, email, contact center and digital display



Polling Question Slide



What is preventing your institution from maximizing loan marketing activities?

1. Credit risk concerns
2. Inability to accept digital applications
3. Inability to underwrite and close loans (could be staffing issues or branch closed issues)

What You Can Do Now to Acquire More Households



- Know your market and consumer behavior
- Know your consumers and audit their digital experience — will it attract or repel?
- Identify your institution's point of differentiation
 - Rate?
 - Access?
 - Banking tools?
- Create an environment that supports consumer borrowing needs
 - Seamless
 - Proactive
 - Reactive

Questions ?

For a copy of today's presentation please contact Stephenie.Williams@harlandclarke.com

Sponsored By:  **HARLAND CLARKE**®

