

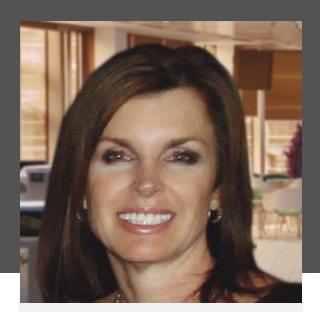


Successfully Managing Customer Engagement During a Digital Banking Conversion

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Today's Speakers



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27 Years Contact Center Experience



Barry Mokate Director of ConversionCX Harland Clarke



What we'll cover today

- Identify a digital conversion plan that works for your institution
- Learn best practices for delivering an optimal conversion experience
- Explore the benefits of third-party outsourcing support



COVID-19 has resulted in the **explosion** of interest in digital banking

Digital banking is now more than a cost-cutting, it's about building a resilient, innovative business

It starts with mapping out a Digital Conversion Customer Journey focused on proactive strategic planning

Proactive = Customer Stickiness



The Digital Conversion Journey: *What Is It?*



- Planning
- Communication
- Support



The Digital Conversion Journey: *Why Is It Important?*



- Every customer is affected
- Day-to-day disruption
- Future of banking is digital
- Customer experience = **competitive advantage**



The Digital Conversion Journey: *Why Is It Important?*



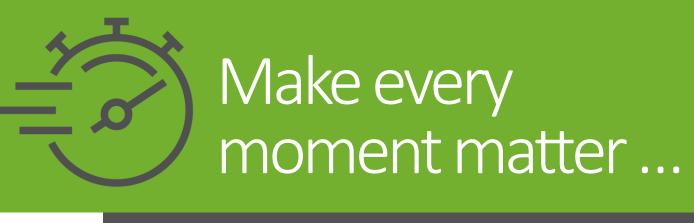
"During a conversion, your best customers become your competitors' best prospects." TBD

- Negatives
- Frustration
- Diminishment | "Ghosting"
- Attrition
- Social amplification



Every interaction is a moment of **opportunity**.





- Support a personalized conversion journey for each customer segment
- Provide dedicated, white-glove proactive outreach to high-value customers
- Acquire skilled, high-touch overflow contact center support



POLL QUESTION #1

Are you planning a digital conversion or upgrade?



Overcome perceptions, address realities.



PERCEPTION VS REALITY: Denial

"I know the stakes are high, but I have it under control."

REALITY

- Variety of resources can result in a fragmented approach
- Integrated approach provides productivity, efficiency and customer experience benefits

PERCEPTION VS REALITY:

Overconfidence

"My customers are in tune with the system and will adapt easily to the new experience."

REALITY

- Disruption should not be underestimated
- Customers have questions that can't be answered in a form letter
- "Successful" conversion can still lose customers
- Outbound, inbound, ongoing communications and training are all required

PERCEPTION VS REALITY:

Shortsighted

"This conversion is only temporary. All I have to do is survive the next few weeks."

REALITY

- Short-term challenge with long-term consequences
- Conversions impact more customers, more acutely than any other change event
- Return on customer relationship is at stake

POLL QUESTION #2

How prepared are you for a digital conversion or upgrade?



Planning/Best Practices





- Understand the unique needs of each customer segment consumers, private wealth, small business and commercial clients
- Proactively engage customers to ensure full adoption, utilization and optimization
- Provide comprehensive messaging and training content





- Execute custom communications to each customer tier right message, right time, right channel
- Serve as an extension of your brand, providing step-by-step support, coaching, and issue resolution
- Provide augmented overflow support to manage spikes in volume, long wait times and frustrated customers





- Customer surveying to ensure satisfaction and full utilization of the platform
- Customer experience analytics, reporting, and optimization recommendations



The Contact Center: Now a Primary Service Channel



Positive Customer Experiences Strengthen Loyalty

High-Impact Becomes High-Value

67.8% of customers with positive experiences are likely to stay with their primary financial institution, compared to only 38.6% with negative ones



RESULTS of a Successful Digital Conversion

- Superior customer conversion experience
- Higher retention
- Longer and deeper relationships
- Increased propensity to buy
- Customer experience is a **never-ending journey**
- Customer experience is a **competitive advantage**





What to Look for In a Digital Platform Conversion Partner

- Deep industry expertise in financial services
- Contact center conversion support experience
- End-to-end or point solutions
- Collaboration

- Industry best practices
- Customizable
- Proactive engagement
- Unique, optimal customer journey design
- World-class assets





Q&A Wrap Up

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Type your question in the chat panel 🛛 🔤

Presentation materials and **video replay** will be provided within one week.



Thank You

