

# 21 Findings of Video Banking

Gene Pranger | Video Banking | 11.5-6.2019

**1,700**

Branches  
closed

2017\*

**70%**

Accounts  
opened

FACE-TO-FACE

**#1**

Mobile and  
web

CONSIDERATION

**68%**

Frustrated

DIGITAL BANKING USERS

# Feast or famine? 2019 trends

## Are you building a bridge? Or increasing the gap?

“If you don’t have a **STRONG** digital and mobile strategy, I don’t know if you’re going to be **AROUND**. Right now, today, you’ve got to be building bridges between the physical and digital experience.”

**Lisa Huertas, Chief eXperience Officer at Texas Tech Federal Credit Union**

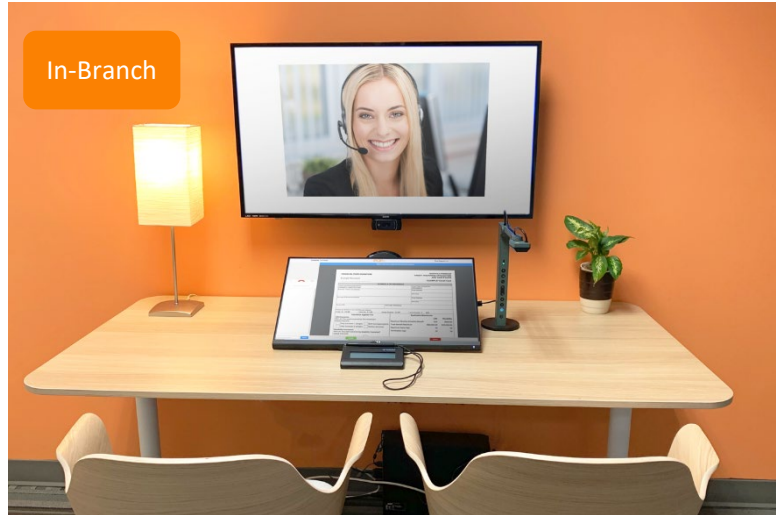


# Video banking channels



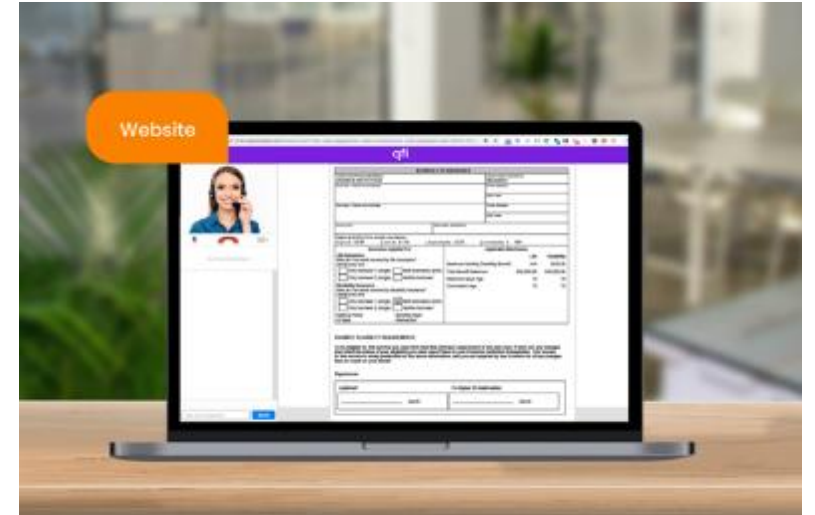
## Mobile features

- Hosted by POPi/o
- Whitelabeled App or Integrated SDK
- Patented Video Banking Process
- Document exchange & E-signature
- Dynamic team routing
- Video recording
- Emotional recognition & coaching
- E-sign outside of video calls



## In-Office features

- Hosted by POPi/o
- Dual screen video collaboration
- Signature pad integration
- Scanner integration
- Document archival integration
- Dynamic team routing
- Screenshare
- Emotional recognition & coaching



## Website features:

- Hosted by POPi/o
- 6 lines of code to deploy to any web page
- Co-browse built in
- Document exchange & E-signature
- Dynamic team routing
- Video recording
- Emotional recognition & coaching
- E-sign outside of video calls

# Video banking demonstration

# **Finding #1**

Fraud Verification

# **Finding #2**

Connection with  
younger generations

# Findings #3, 4 & 5

Convenience is king and standard hours don't necessarily convey that you understand that to new members. Attract new members, and WOW them with your delivery.



The diagram consists of two overlapping circles. The left circle is light yellow and labeled 'Greater Convenience'. The right circle is light blue and labeled 'WOW factor'. A grey arrow curves from the top of the blue circle down to the bottom of the blue circle. A black crescent shape is positioned at the bottom of the yellow circle. A vertical black bar with two white segments is located between the two circles.

**Greater Convenience**

**WOW factor**

**New Member Attraction**





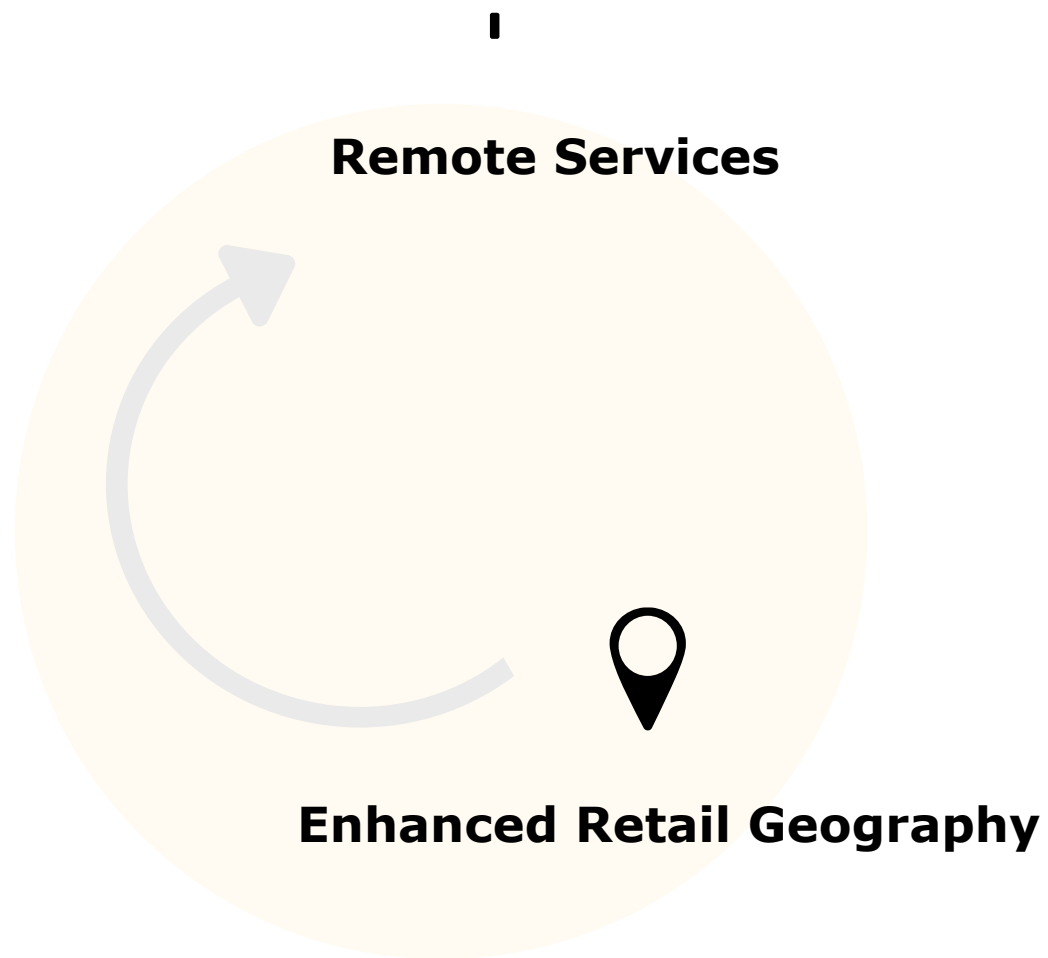


# Finding #6

Brand Differentiation

# Benefit #7

## Standardized Workflows



## Findings #8 & 9

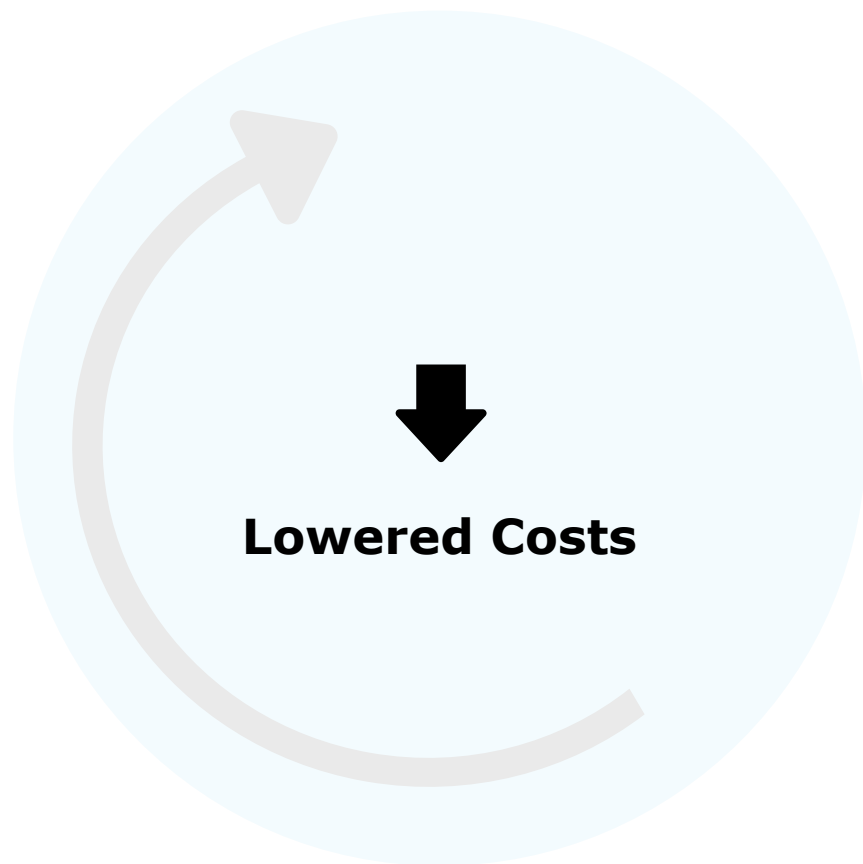
Reduce costs across channels including: member acquisition, service costs, and even in branches all while offering remote services across a wider geographic audience.

Lake Southwest Financial Federal Credit Union



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## Finding #10

Reduce costs across channels including: member acquisition, service costs, and even in branches all while offering remote services across a wider geographic audience.

Jennifer Oliver - South Bay Credit Union



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# Finding #11

Maintained relationships with  
relocated members



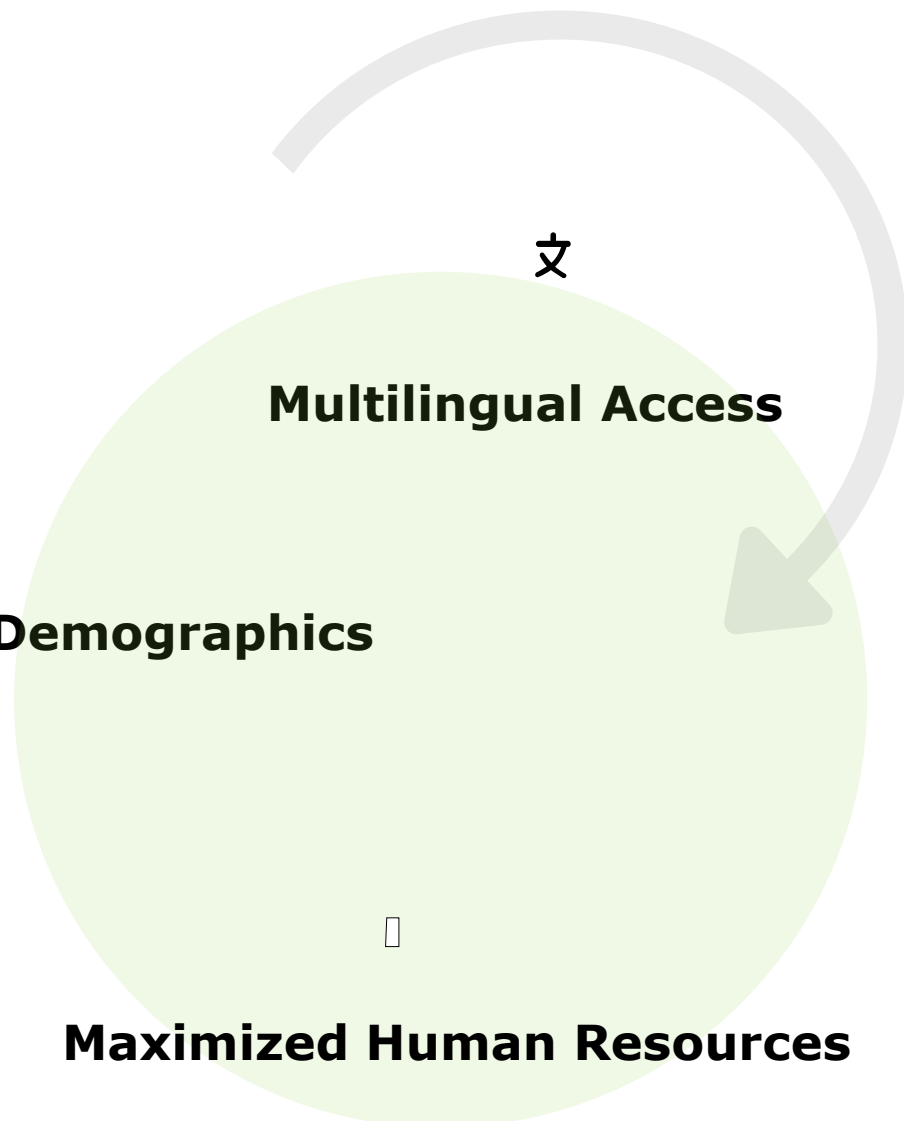
# **Finding #12**

Inclusive Experience

# Findings #13, 14 & 15

Did you think the elderly would be one of the first to adopt mobile video banking? Neither did Pioneer FCU. Provide multilingual access and maximize your delivery of human resources across your distribution network.

**Adopted by All Demographics**



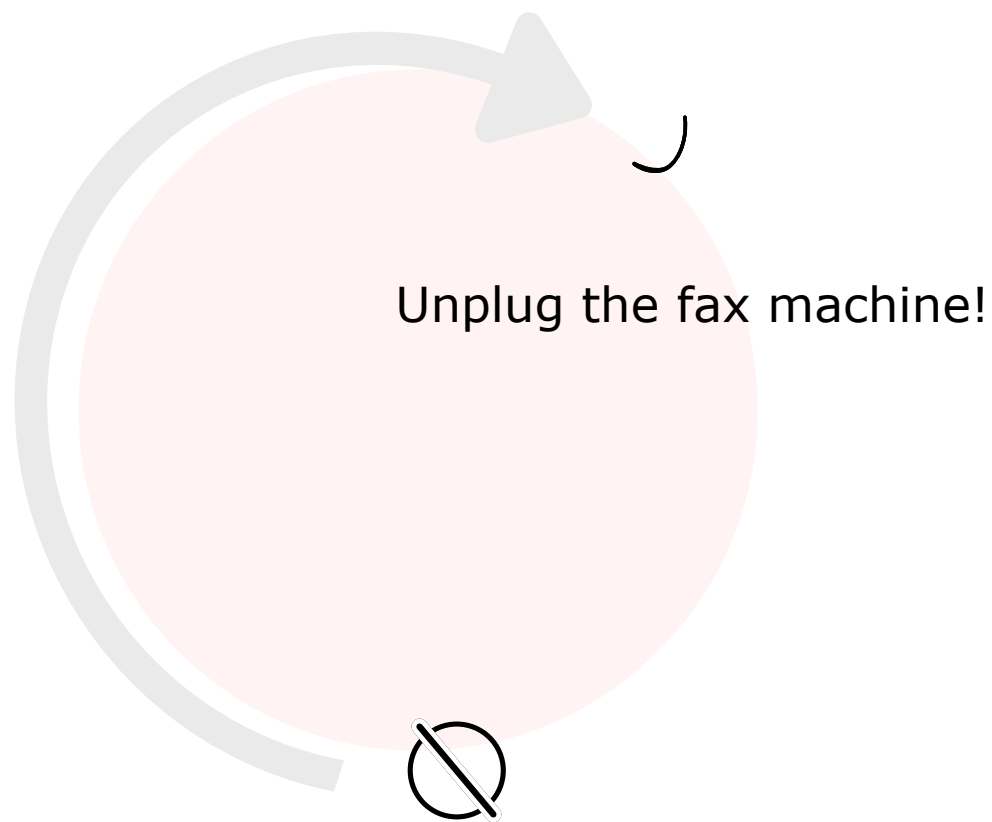


# Finding #16

Collaborations vs.  
FaceTime

# **Finding #17**

Streamlined Document  
Collection



Integrations NOT Necessary

## Finding #18 & 19

Who needs a fax machine? It is 2018. Increase operational efficiency and look for areas that NEED integrations before trying to solve a problem that you are guessing needs to be fixed.



# Benefit #20

Loan Retention



# **Benefit #21**

Reduced Physical Branch Hours

When is the last time you made a  
difference in the lives of your members?

# Where do you go from here?

## **21 Benefits of Video Banking**

OP Ed Article Written by Gene Pranger for Global Banking & Finance Review

## **Pioneer Video Banking Case Study**

Take a deeper dive into what Tracey and her team Pioneer did to make their video strategy successful

## **New Face of Banking White Paper**

Shifts in the banking industry are happening, and the face of your FI is changing



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