

FASTER / INSTANT PAYMENT USE CASES



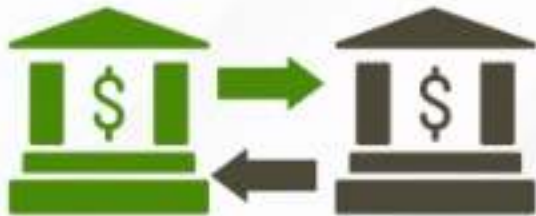
Business-to-business



Person-to-business



Business-to-person



Account-to-account



Payroll



Recurring Bills & Invoicing




1 **57% OF CONSUMERS WOULD CONSIDER BANKING WITH APPLE, AMAZON, OR ANOTHER NON-TRADITIONAL FINANCIAL INSTITUTION**

2 **40% OF CONSUMERS ARE LIKELY TO LEAVE THEIR PRIMARY FINANCIAL INSTITUTION FOR DIGITAL BANKING THAT COMPARES TO AN ONLINE SHOPPING EXPERIENCE**

3 **56% OF CONSUMERS PREFER A COMMUNITY FINANCIAL INSTITUTION BUT SAY THEIR DIGITAL OFFERINGS DO NOT MEET THEIR NEEDS**

4 **75% OF AMERICANS ARE MORE LIKELY TO BE LOYAL TO A COMPANY THAT DELIVERS A PERSONALIZED EXPERIENCE**

5 **"I WOULD LOVE TO DO BUSINESS WITH MY LOCAL CREDIT UNION, BUT ITS DIGITAL BANKING JUST ISN'T AS GOOD AS THE LARGER BANKS." - 44% OF CONSUMERS**




Five broad trends will shape customer experience in banking in the year ahead.

Humanized Digital Experiences

Focus more on partnering with the customer around their financial objectives and life journeys as opposed to simply transactions and product sales. There will be a shift from an internally-centered efficiency strategy to a more customer-centered engagement strategy, creating positive change in the financial lives of their customers.

Omnichannel Experience

Customer engagement by providing a seamless experience, whether customers visit a physical branch or engage with a bank or credit union on any digital channel. According to Segment research, 69% of customers want a consistent experience with a company across all physical and digital channels. Modern omnichannel strategies in banking include multiple contact channels, such as app-based platforms, in-branch transactions, and social media marketplaces.




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Enhanced Personalization

Harness customer data to deliver a higher level of personalization at every touchpoint. This will include targeted product recommendations via chat support, predicting consumer needs based on behaviors, and delivering content that can improve a customer's financial wellness.

Increased Support of Self-Service


69% of customers want to resolve as many issues as possible on their own, through self service methods as opposed to speaking with a customer service representative, according to Zendesk. By offering them ways to solve their problems, banks and credit unions may make their consumers' interactions easier and improve the overall experience.



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Emergence of the 'Total Experience'

Many believe that factors beyond just CX contribute to the success of a company and its relationship with its customers. For example, employee experience and employee engagement are believed to have a direct impact on how satisfied customers will be.



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SLOW DECLINE INTO OBSOLESCENCE.

TOM
FISH
BURNE

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