



# Unifying the Member Experience: How to Operationalize Your Digital Onboarding Strategy and Accelerate Growth

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October 20, 2021



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# Slide Link

Today's slides can be found online at:

<http://bit.ly/2021-10-20-NCR>

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# Digital Account Opening - Still a Top Priority

- CSI's 2021 Banking Priorities Survey noted that at **59%**, majority of bankers will prioritize digital account opening.
- CCG Catalyst in its recent September 2021 Research Snapshot shared that “for some, simply the ability to open accounts digitally isn't likely to be sufficient for much longer. Those looking to compete for customers across geographies and demographics **will need to focus on reducing friction and maximizing the flow** in order to keep up with fintech startups and the big guys.”

MEMBER EXPERIENCE

DESIGN PROCESSES

# Meet the Panel

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**Karl Geisler**  
SVP, Digital Strategy  
CommunityAmerica Credit Union



**Gene Fichtenholz**  
VP, Digital Strategy & Engagement  
Meriwest Credit Union



**What have you been focused on with respect to digital innovation?**

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**Where do you see credit unions currently missing the mark?**



**What do you think are the most important factors to consider when it comes to member experience?**



# Where did you start?

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What are some keys to operationalizing your digital onboarding strategy?



**Now that you've begun  
your digital onboarding  
journey - what kind of  
insights have you  
discovered?**

# Meriwest Insights



*Existing*

*New*

*Demographics*

18 24 25 34 35 44 45 54 55 65+



- Branch channel
- Add small business

- Out of Box with open controls
- Modulate system to your needs
- Experiment with different promotion campaigns
- Deeper insights into member behavior
- In-depth analytics
- Multi-channel and Multi-product emphasis

# Meriwest Insights



vs



=

*2X diff in conversion*

**Existing**

vs

**New**

= *2X diff in conversion*



- Older dem. prefer desktop



## ***Path of Least Resistance***

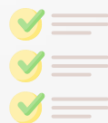
*Existing older demographic customer using desktop has highest conversion rate for account opens.*

# CommunityAmerica Insights



START

to



=

*Doubled  
conversion  
start → app  
submission*



## **Main Focus**

*Making sure we can best guide  
the member journey and  
experience*



*Drastically reduced manual intervention for  
the back office*

# The Road Ahead





**For a credit union that is looking to innovate, why should they consider a fintech partnership?**





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