

WEBINAR

The Digital Member Experience: What to Expect in 2021



Alacriti |  glia

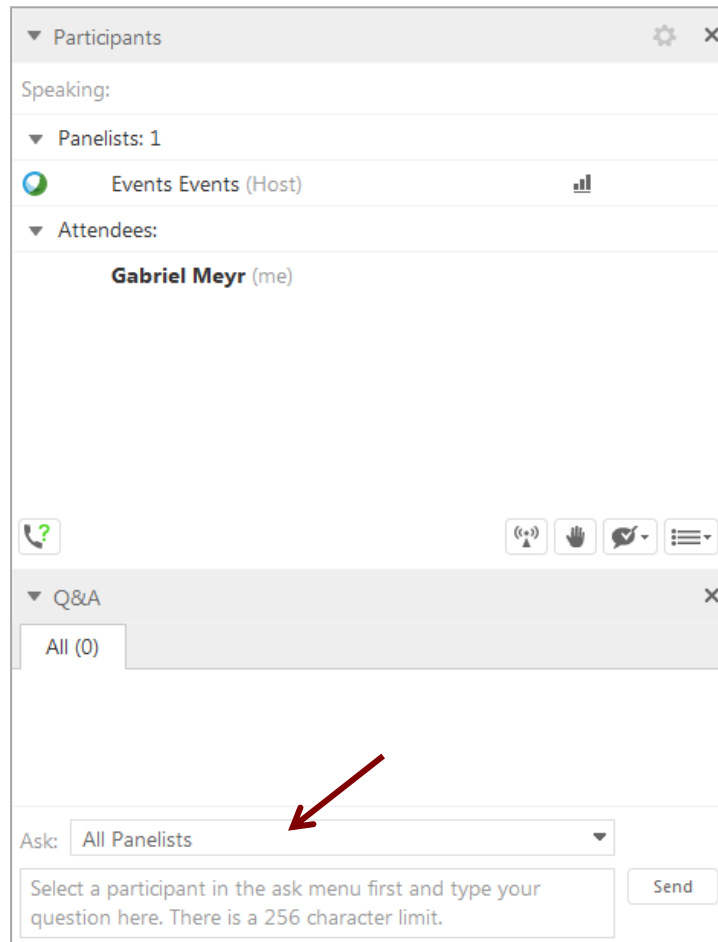
Can You Hear Me?

- We are audio broadcasting so please plug in your headphones or computer speakers to listen in.
- If your audio is choppy or slow, you may wish to dial into the teleconference:

Dial: +1 (415) 655-0003

Enter access code: 127 430 9470

We Encourage Questions



Use the

Questions Box

located on the right side of the screen, to type your comments or questions.

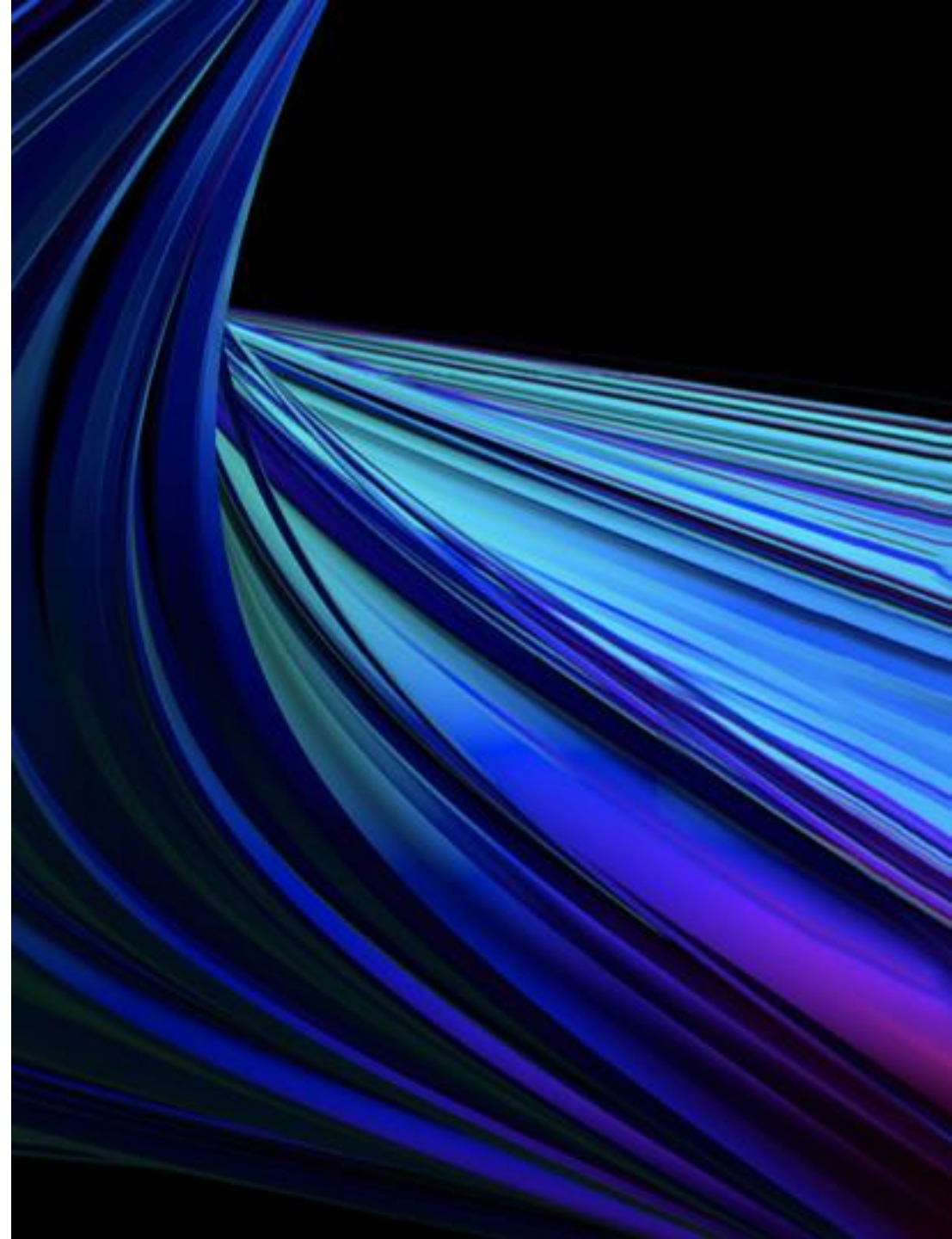
Tell us what you think!



Please take our post event survey, we value your feedback!

AGENDA

- Speaker Introductions
- About Glia and Alacriti
- Industry Overview
- Expectations for 2021
- Creating Better Member Service
- Recommendations for Moving Forward
- Q&A



MEET THE
SPEAKERS



**Jenn
Markus**

*Director of
Technology Partners
Glia*



**Mark
Ranta
CTP**

*Payments Practice Lead
Alacriti*

INTRODUCING GLIA

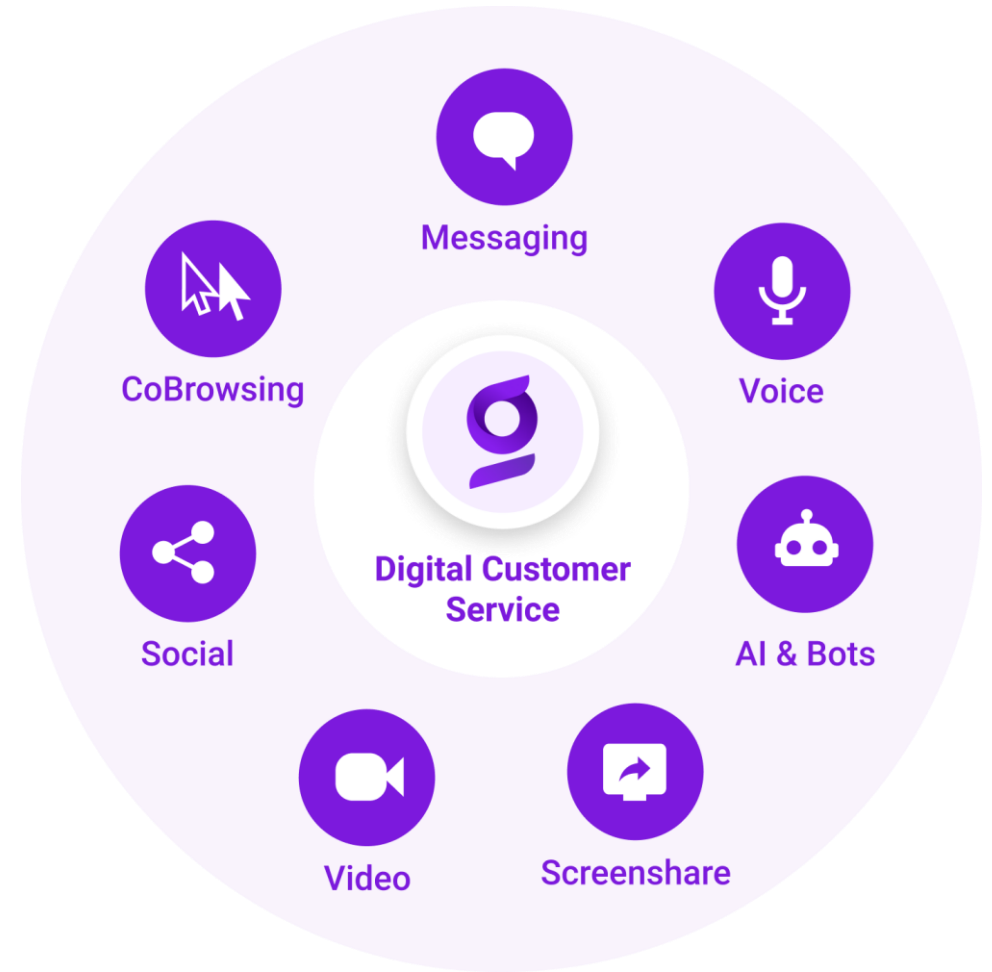
GLIA PLATFORM:

- Glue all channel options together
- Support all communication with members
- Makes modern member experience possible

SELECT CLIENTS:



RECENT AWARDS:



ABOUT ALACRITI

CUSTOMER-FOCUSED PAYMENTS FINTECH COMPANY



The Orbipay® Platform

- Electronic Bill Presentment & Payments
- COSMOS
- Digital Disbursements
- Ella Chatbot



Professional Services

- AWS Cloud Consulting
- SWIFT Consulting
- Custom Solutions

REPRESENTATIVE CLIENTS

BANKS



CREDIT UNIONS



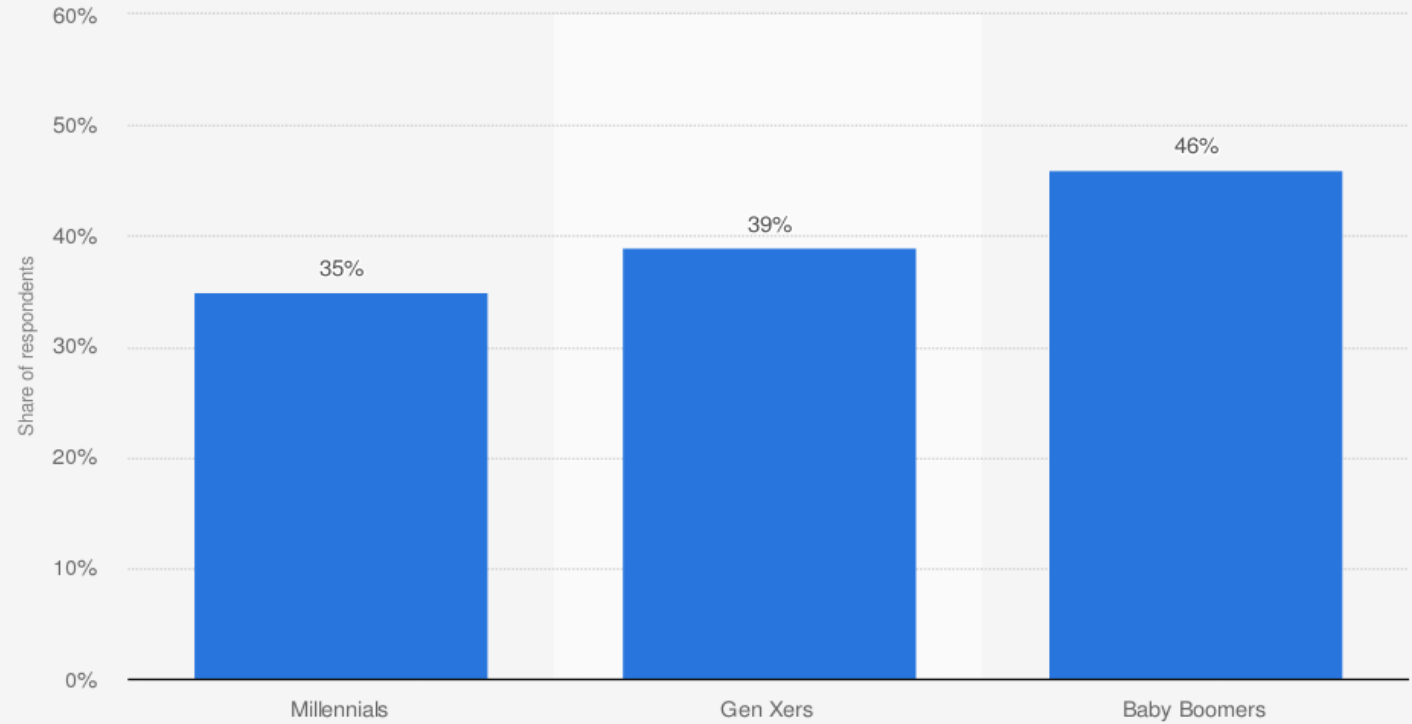
HEALTH CARE



INDUSTRY OVERVIEW

INDUSTRY OVERVIEW

Share of banked consumers who are using new channels for their banking since the COVID-19 outbreak in the United States in 2020, by generation

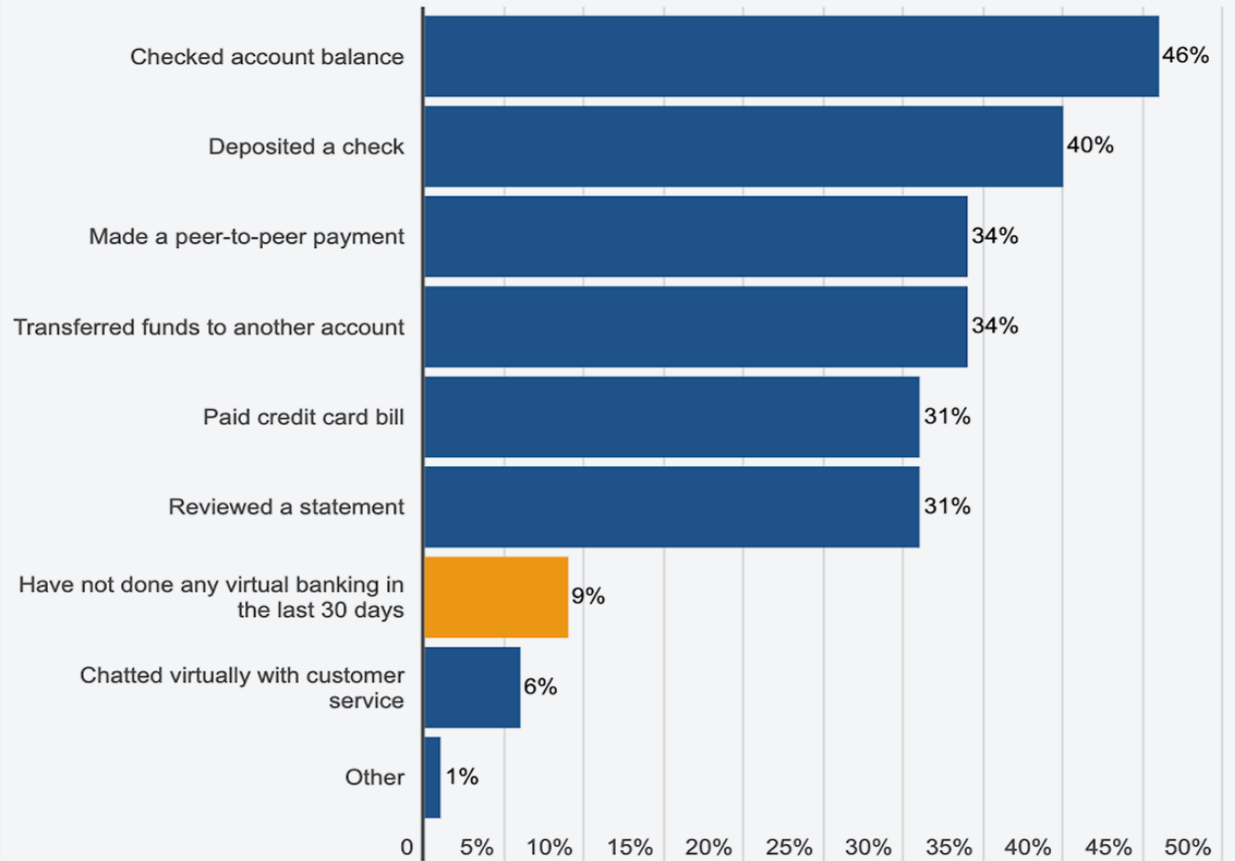


Sources
FIS; Ipsos
© Statista 2020

Additional Information:
United States; Ipsos; April 3 to 5, 2020; 1,030 respondents; banked consumers; Omnibus survey

INDUSTRY OVERVIEW

Virtual banking activities consumers have done within the last 30 days

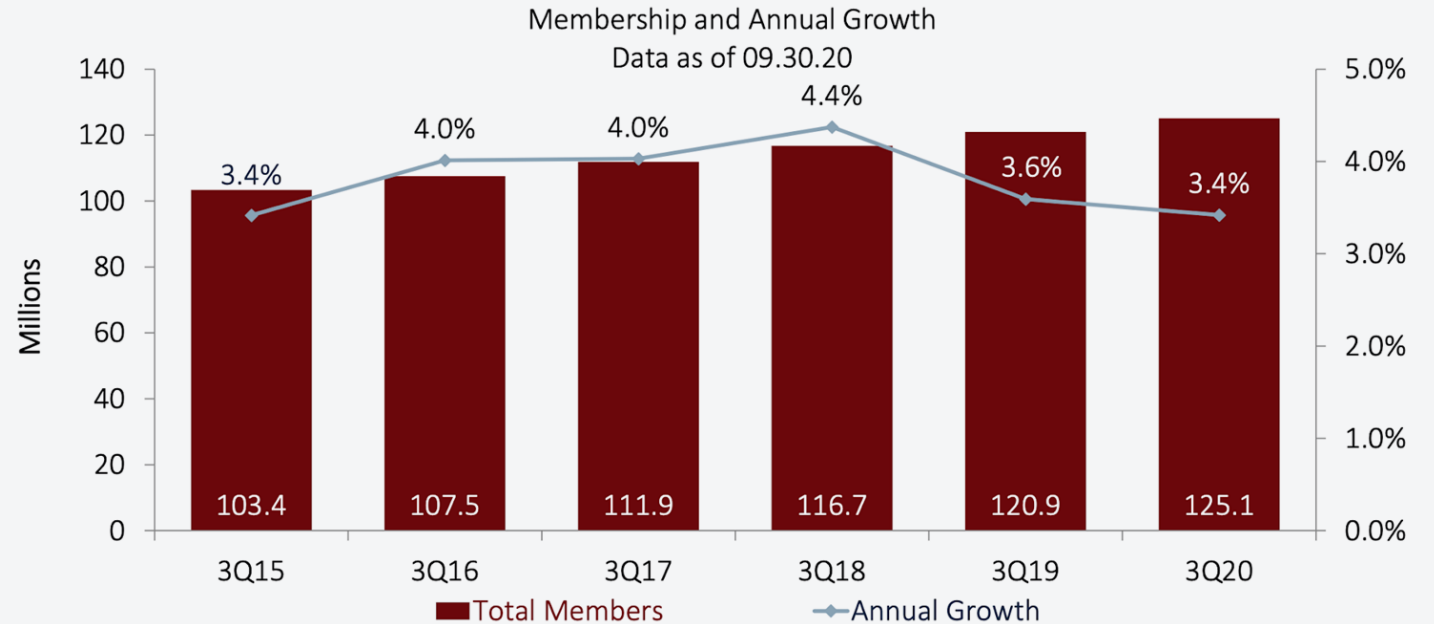


Note: Respondents could select multiple answers.

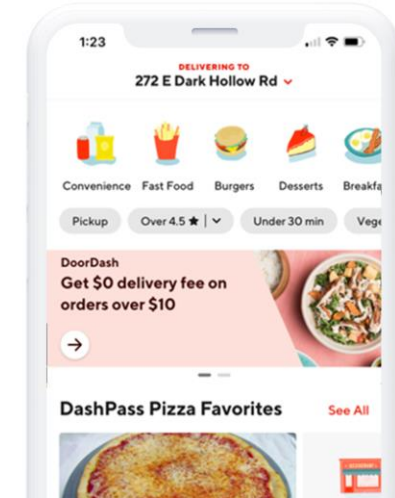
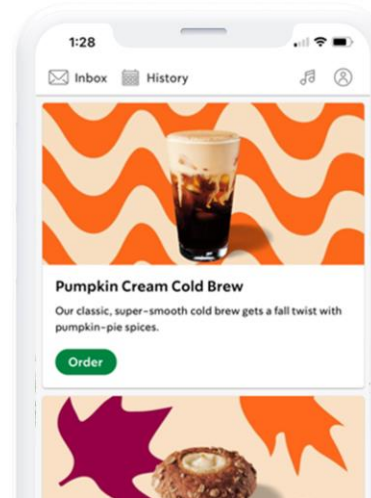
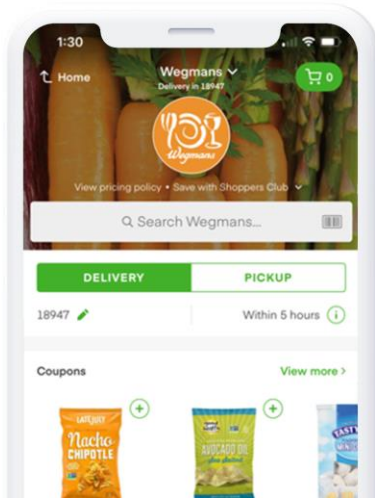
Source: [DepositAccounts.com](https://www.depositaccounts.com)

INDUSTRY OVERVIEW

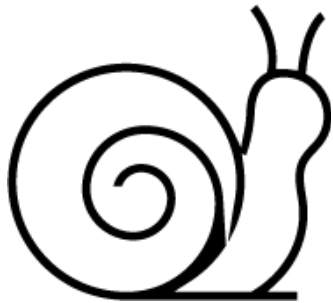
Credit Unions are adding over one million members each quarter



WE LIVE IN A WORLD OF
**EVERYTHING-AS-A-SERVICE &
INSTANT EXPERIENCE**



THE PAYMENTS MARKET IS IN THE MIDST OF
REVOLUTIONARY CHANGE



Analog Payments Era



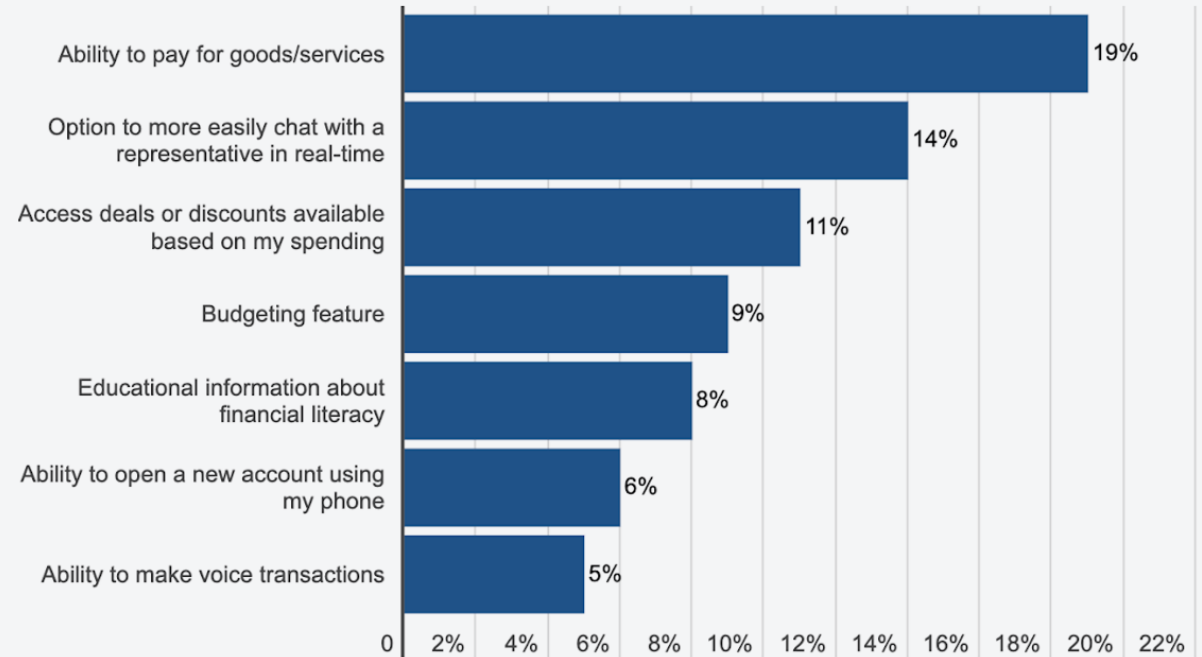
Digital Payments Era



EXPECTATIONS FOR 2021

EXPECTATIONS FOR 2021

Mobile banking app features most wanted by consumers



Source: [DepositAccounts.com](https://www.depositaccounts.com). Note: Respondents could select multiple answers. An additional 48% of respondents were satisfied with all features available, while 4% wanted another feature not listed here.

Share

DepositAccounts
by lendingtree

EXPECTATIONS FOR 2021

PSYCHOLOGY OF FORMING HABITS:



Small, specific actions are more likely to become habitual



Making the action easy to do increases the likelihood that it becomes a habit




Habits that have auditory/visual cues associated with them will be easier to create and maintain

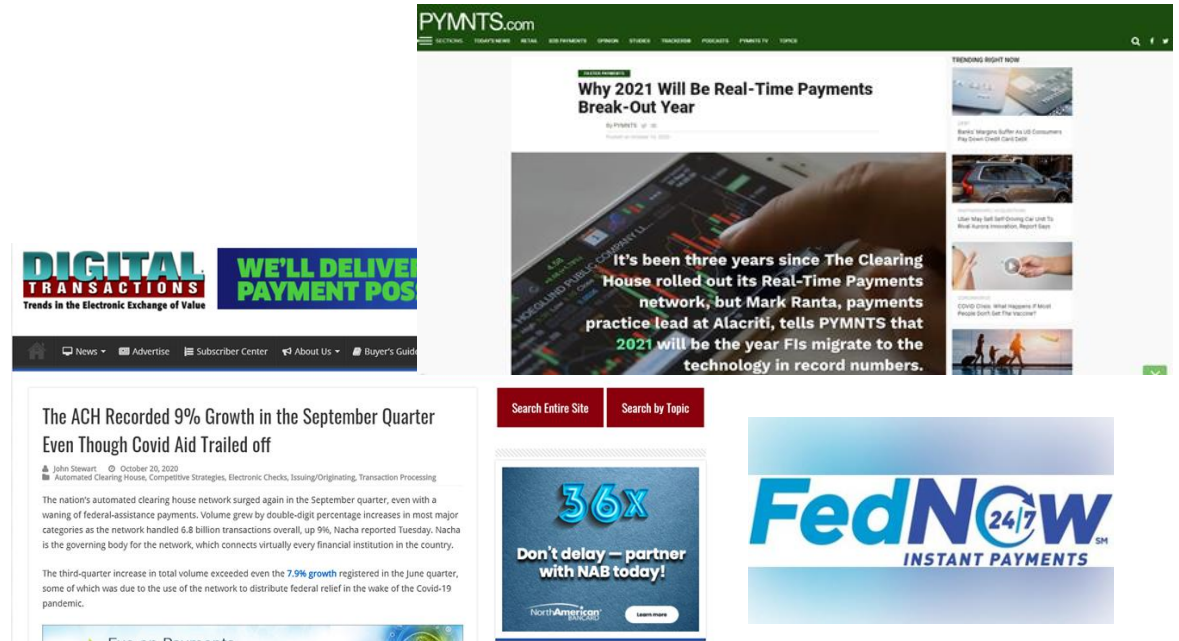
Estimated 3-6 months for a new behavior to become a habit.

PAYMENTS MARKET'S GROWING AND TRANSFORMING


**\$3 TRILLION
by 2025**


**Behavioral
Changes**


6% CAGR



The screenshot shows the PYMNTS.com website interface. The main article is titled "Why 2021 Will Be Real-Time Payments Break-Out Year" by PYMNTS staff, dated October 19, 2020. A secondary article below it is titled "The ACH Recorded 9% Growth in the September Quarter Even Though Covid Aid Trailed off" by John Stewart, dated October 20, 2020. The article text states: "The nation's automated clearing house network surged again in the September quarter, even with a warning of federal-assistance payments. Volume grew by double-digit percentage increases in most major categories as the network handled 6.8 billion transactions overall, up 9%, Nacha reported Tuesday. Nacha is the governing body for the network, which connects virtually every financial institution in the country. The third-quarter increase in total volume exceeded even the 7.9% growth registered in the June quarter, some of which was due to the use of the network to distribute federal relief in the wake of the Covid-19 pandemic." Advertisements for "DIGITAL TRANSACTIONS" and "FedNow 24/7 INSTANT PAYMENTS" are also visible.

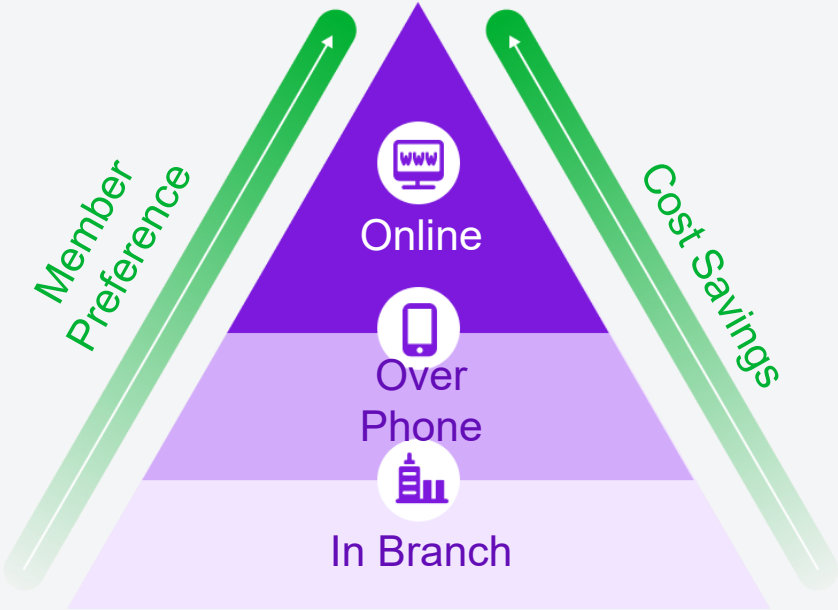
R | T | P[®]
Powering Smarter Payments

CREATING BETTER MEMBER SERVICE

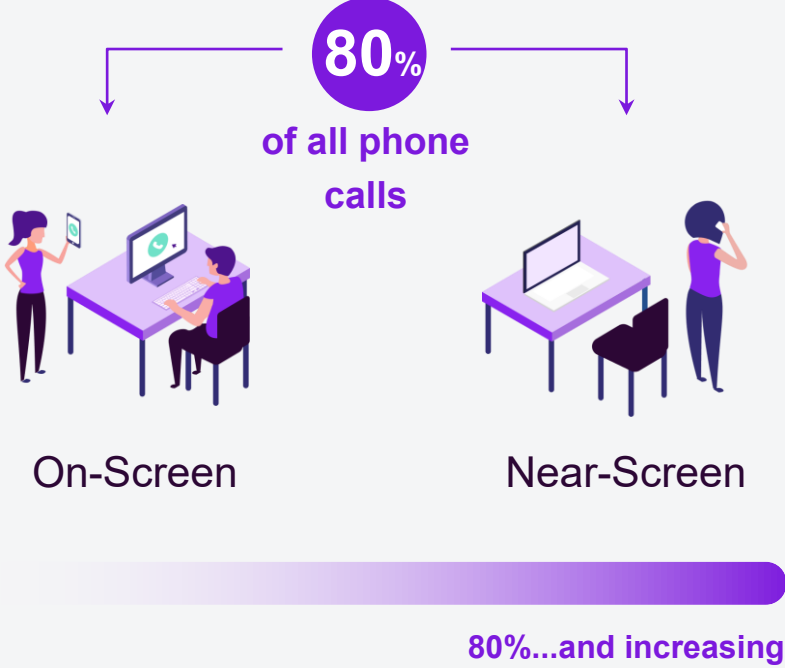
CREATING BETTER MEMBER SERVICE

TRADITIONAL TELEPHONY SERVICES ARE NO LONGER ENOUGH TO SATISFY YOUR MEMBERS

Members Moving to **On Screen**



But Member Service **Remains On Phone**



CREATING BETTER MEMBER SERVICE

USING PHONE NUMBERS WITHIN WEBSITES, PORTALS OR APPS IS INEFFICIENT AND A POOR MEMBER EXPERIENCE

Restarts Info Collection

Who are you?
Is it really you?
Why are you calling?

Limits Understanding of Context

What are you doing now?
What have you tried already?
What is your transaction history?

Hampers Next Call Avoidance

You can find that option here...
Let me show you how to...
Next time you can do this by...



MEETING YOUR CUSTOMER

WHERE THEY WANT TO PAY WITH HOW THEY WANT TO PAY

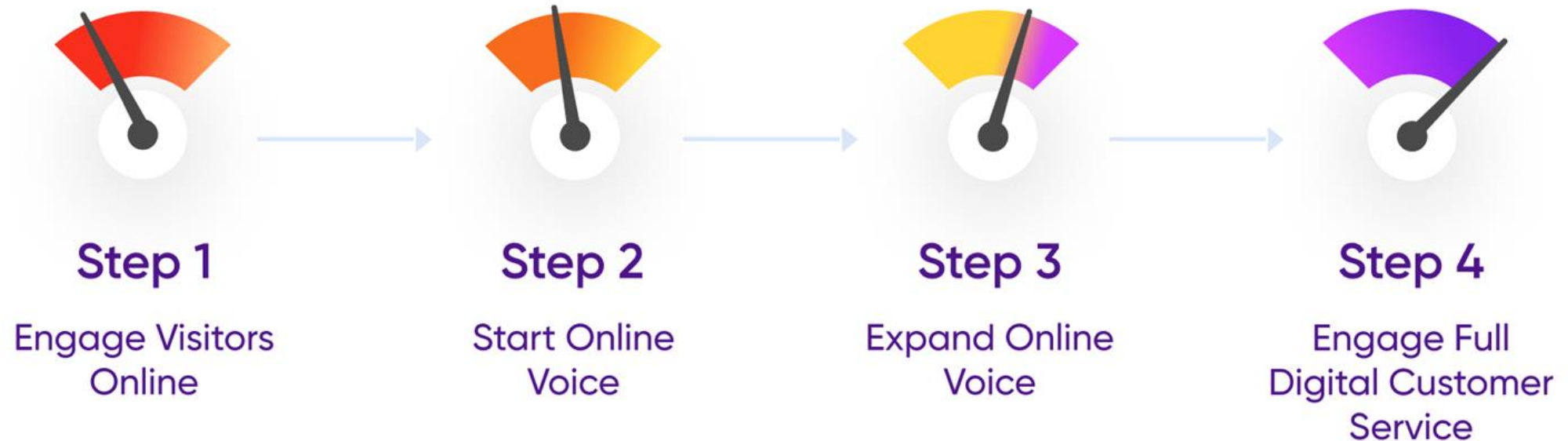
- Go beyond “enhancing the existing experience”
 - New Channels of Interaction
 - Move from Products to Platforms
- Embrace new technologies
- Partnerships build stronger transformation strategies that succeed
 - “it takes a village!”



RECOMMENDATIONS FOR MOVING FORWARD

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4 Steps to Achieving Digital Member Service



RECOMMENDATIONS FOR MOVING FORWARD

Increase revenue, reduce costs, and delight members

Member
Experience
Improved
NPS & CSAT

20%

Online Sales
Conversion
Application
Throughput

4x

Contact Center
Efficiency
Reduced Avg.
Handle Time

18%

Member Self-
Sufficiency
Reduction in
Repeat Calls

20%

WHERE TO START

- Establishing which Use Cases are important to your members
- Making sure you keep payments closely linked to your experience discussions... Digital Transformation has to include Payments
- The Easiest Bill to Pay is the first Bill that gets paid
- It takes a village...



QUESTIONS

Thank you!

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