

Engageware

Want more digital adoption? Start with your staff

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An Engageware Webinar

Today's Speakers



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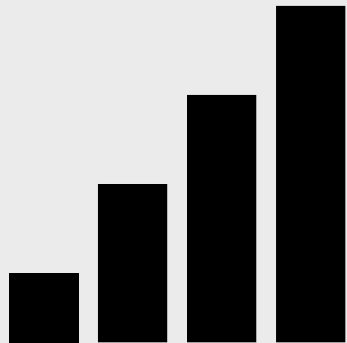
The Challenge

Significant investments in digital technologies

Adoption lagging or "stuck"

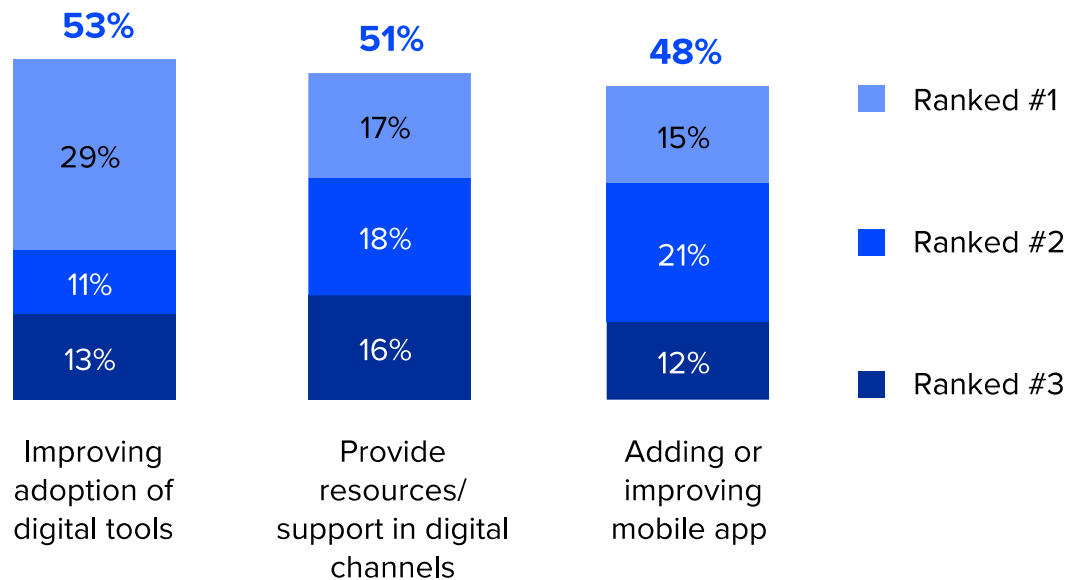


Quick Poll



Is improving digital adoption a priority for you CU in 2023?

Adoption – Top Digital Priority for 2023



“Member resistance to change and adoption of technology moving away from how services were traditionally previously delivered.”

– Operations Executive, \$250-500M Credit Union

“Our members prefer to come into the branch or call instead of self service, it's hard to overcome this problem when the members don't want to move with the times to make things easier on them and us.”

– Contact Center Manager, \$500M - \$1B Credit Union

Question #1

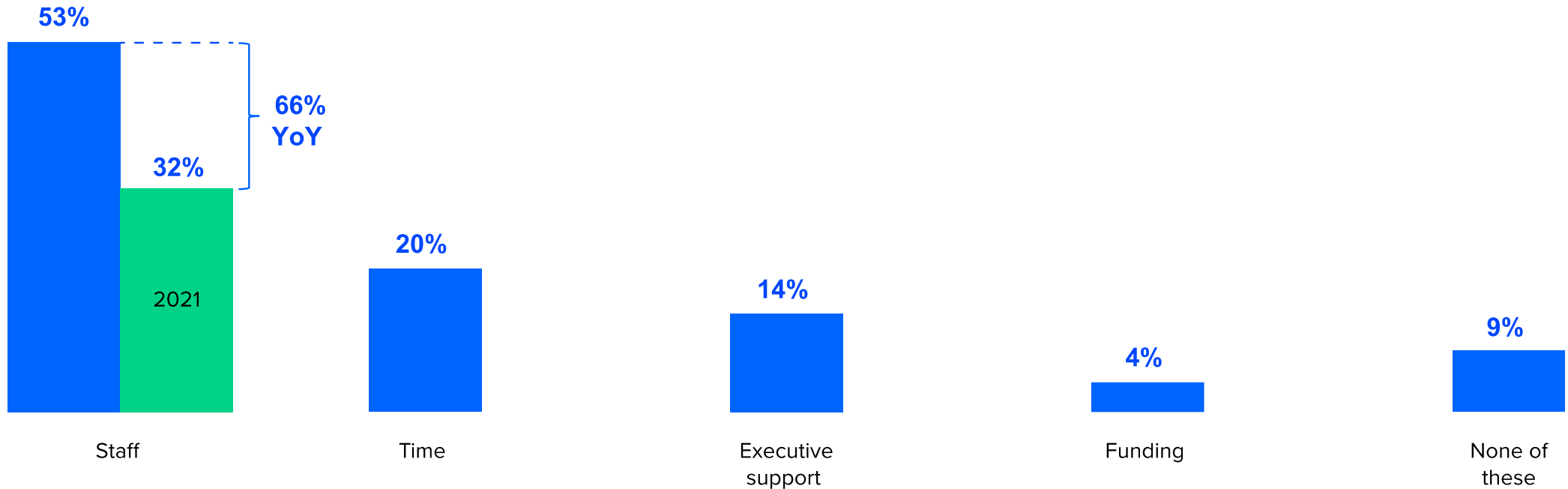
As credit unions continue to expand their digital channels, why is it imperative to start with staff first when rolling out new offerings?

Employees are your digital advocates



Member Engagement Resources Needed

When it comes to resources needed to deliver strong member engagement, which is your institution most in need of?



Credit Union Success



CU Snapshot:

- 21 branches
- 490 employees
- 220+ members
- \$4.5B assets

Initiatives:

- Growth focused
- Employee experience
- Member experience

Question #2

What role can frontline staff play in furthering digital adoption?

Staff builds awareness, improves adoption



They need the right resources to introduce and support your digital tools

Credit Union Success



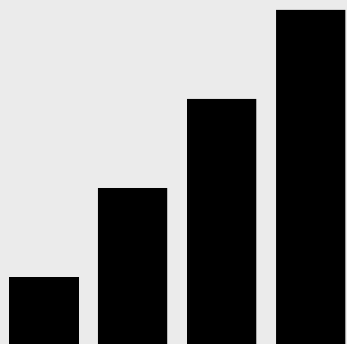
CU Snapshot:

- 10 branches
- 100+ employees
- 72K members
- \$1.1B assets

Initiatives:

- Employee experience
- Member experience

Quick Poll



Do you offer tutorials on your website and mobile app to assist with adoption of tools like digital banking, bill pay?

Question #3

Why is balancing the right mix of human-assisted and digital banking channels critical to member experience and engagement?

Members want options to interact in their preferred channel

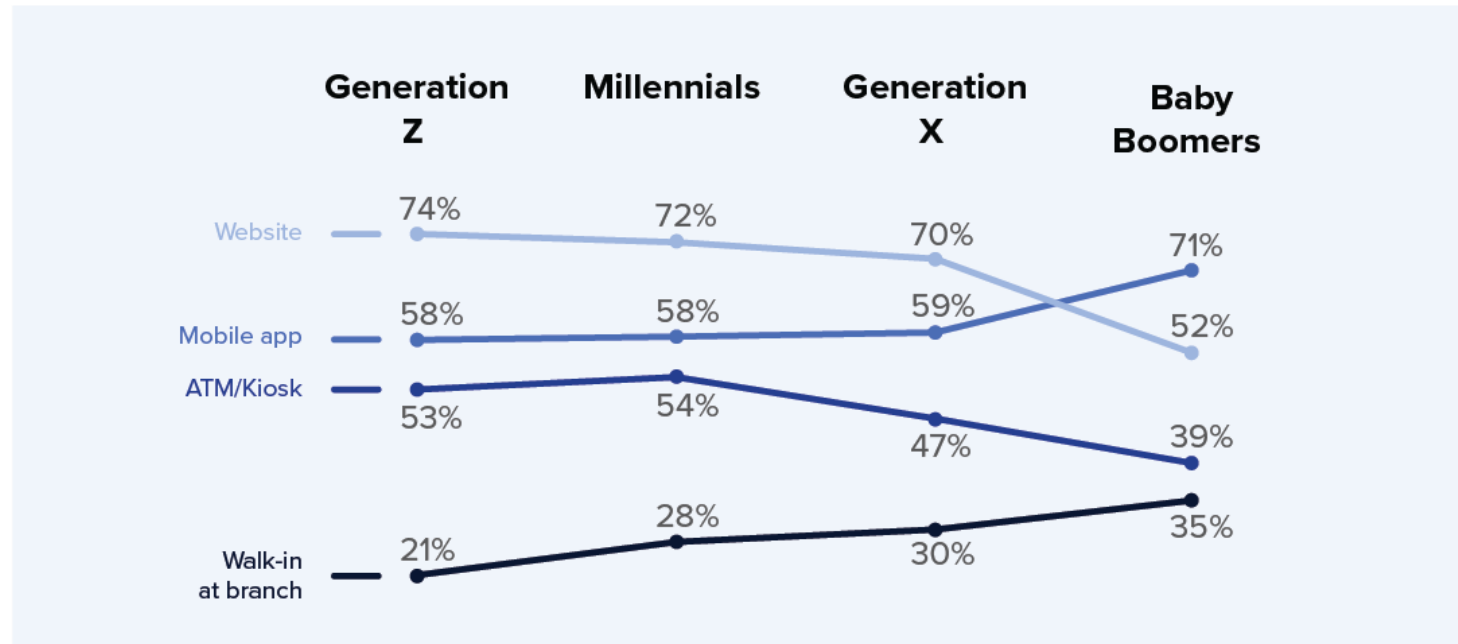


Generational Differences

CHANNELS RANKED IN TOP 3 BY AGE

Figure 10

Q: Please rank the following channels in order of preference.



Source: Engageware, 2022

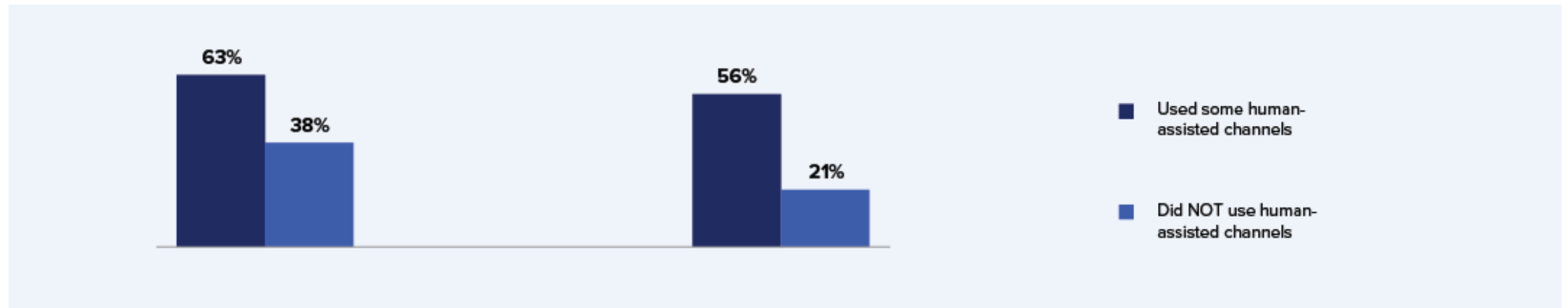
Plus, members who use both are more satisfied

EFFECT OF HUMAN-ASSISTED CHANNELS ON ENGAGEMENT

Figure 11

Q: My bank or credit union tries to engage with me to better understand and meet my individual needs.

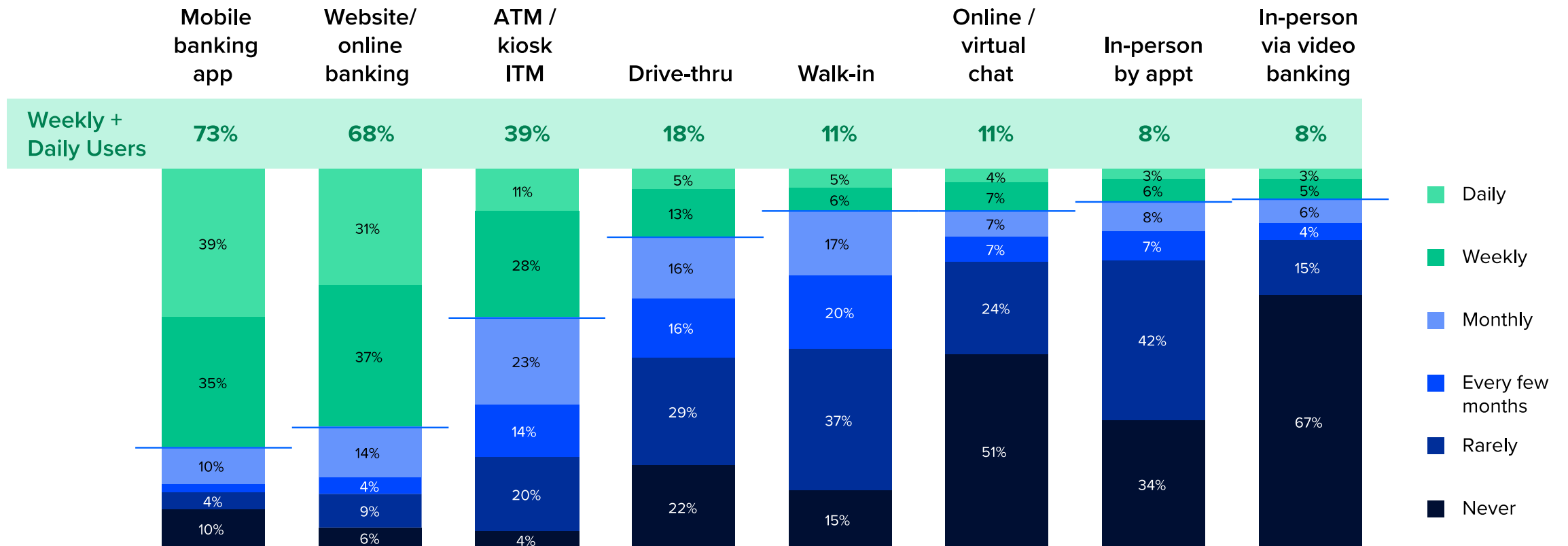
Q: There is someone at my bank or credit union that I always go to whenever I need advice or answers to financial questions.



Source: Engageware, 2022

Channel Interaction Frequency

How often do you interact with your primary bank/credit union using the channels listed?



Credit Union Success



CU Snapshot:

- 22 branches
- 440+ employees
- 115K members
- \$2.1B assets

Initiatives:

- Digital Relationship Center
- Transactional engagement
- Virtual banking

Question #4

How can CUs empower staff to be digital advocates?

Resources to empower employees

**Centralized & intelligent
knowledge base**

Employee Feedback

Training

Data & Analytics

Peer Data

Credit Union Success



CU Snapshot:

- 7 branches
- 318 employees
- 115K+ members
- \$1.2B assets

Initiatives:

- New member growth (younger generation)
- Operational efficiency
- Expansion of digital channels

Question #5

How can increasing the adoption of digital tools and resources relieve the support burden on frontline staff?

Driving Adoption: Innovators, Early Adopters, Early Majority

Problem

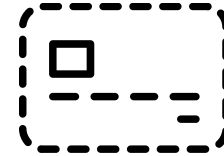
New features needed to drive adoption with this audience:



ONLINE
ACCOUNT OPENING



VIRTUAL
BANKING

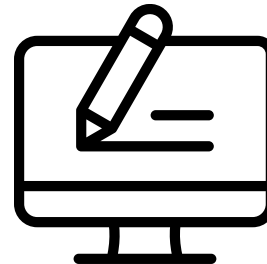


VIRTUAL
ASSISTANTS



ETC.

Solution



CONTENT

Engageware: End to End Member Engagement

Member

- Choice of channel
- Consistent/trusted experience
- Higher conversion to engagement

Employee

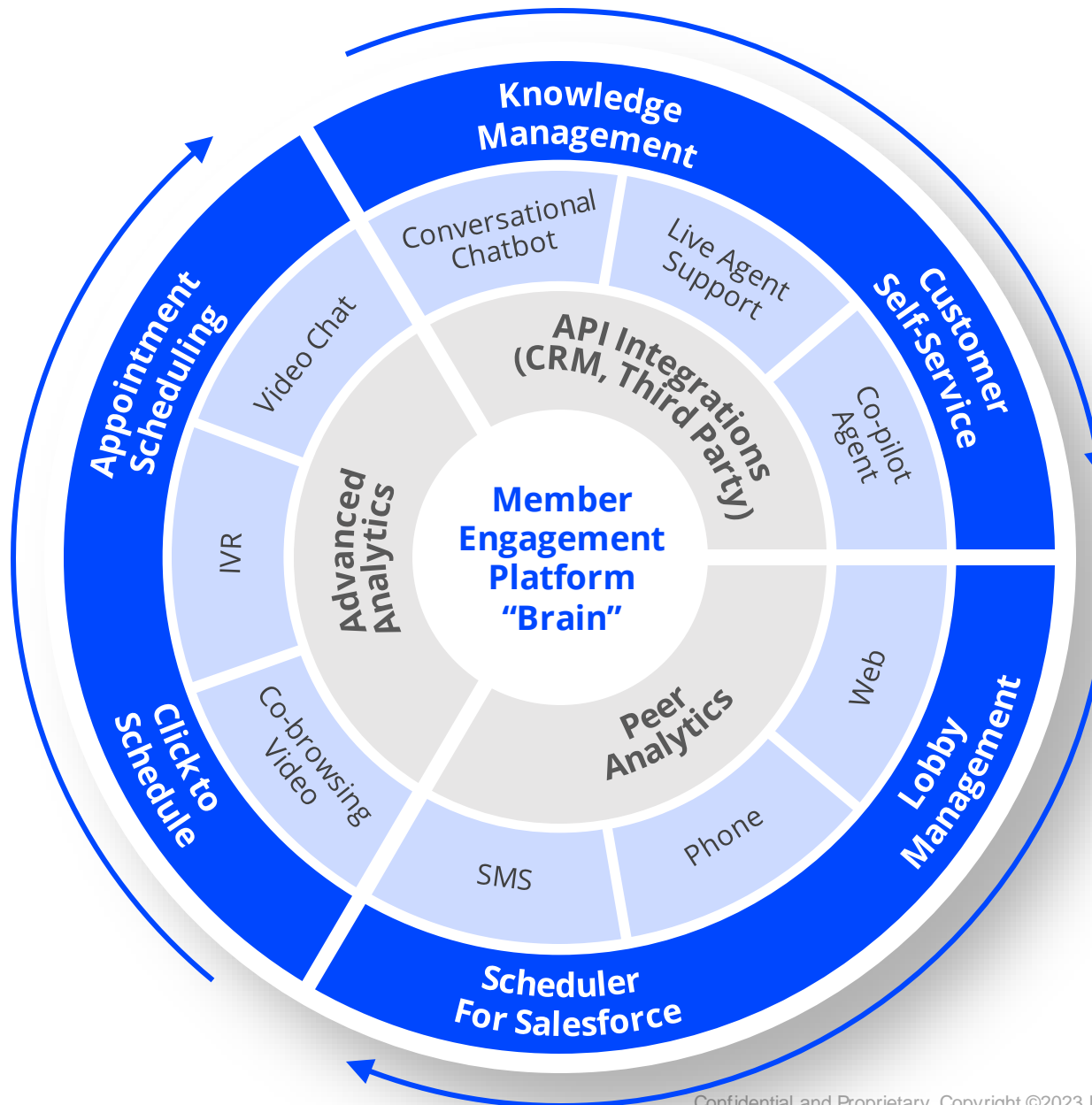
- More knowledge + stronger performance
- Increased confidence
- Higher staff retention

Contact Center

- Quicker, seamless access to knowledge base
- Engagement from multiple channels
- Increased NPS

Management

- Operational cost savings
- Stickier customer
- Less human-based risk to operations



Credit Union Success



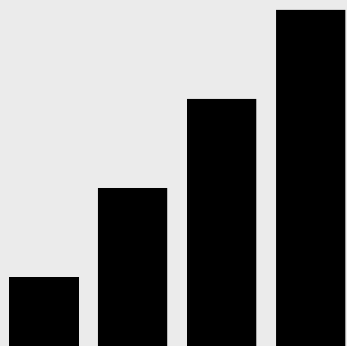
CU Snapshot:

- 20 branches
- 432 employees
- 145K members
- \$3B assets

Initiatives:

- Efficiency
- Single call resolution
- Digital channels drive better success with pre-scheduled appointments

Quick Poll



Which of the following are you interested in?

- Optimizing staff efficiency
- Reducing call volume
- Increasing usage of our digital

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Thank you.

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