

Omni Channel Banking



Perception of Omni-channel Banking

Mobile Omni-channel is about ensuring customers have a consistent experience of our brand irrespective of the channel they use.



Omni-channel is about ensuring channel integration and seamless customer transition between channels



Omni-channel means delivering the same capabilities/functionality across all channels



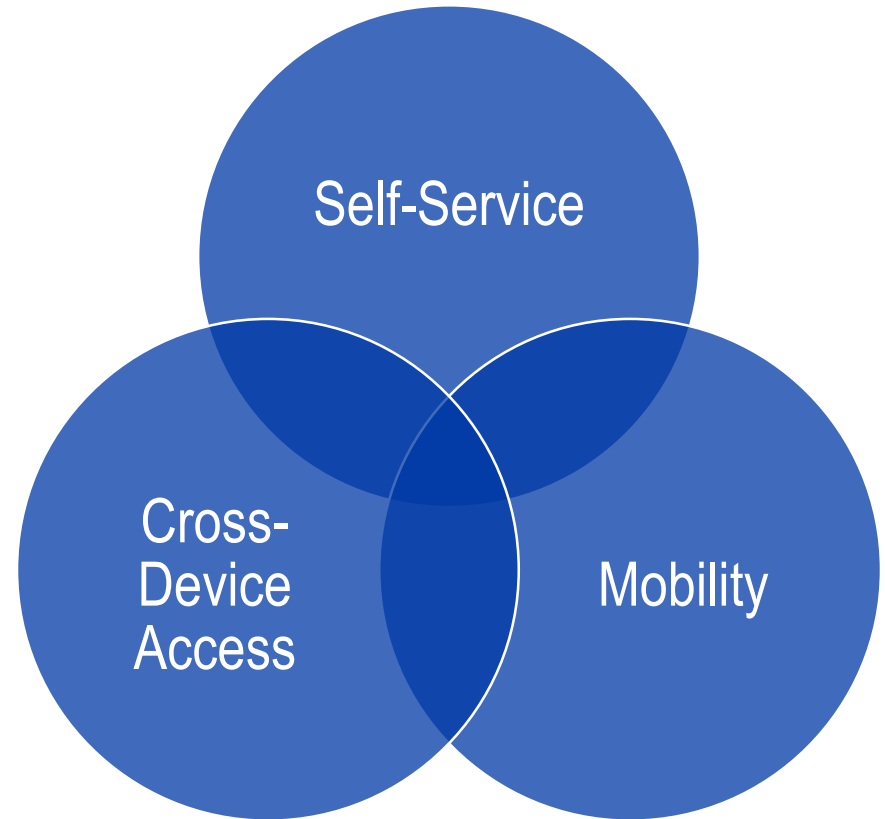
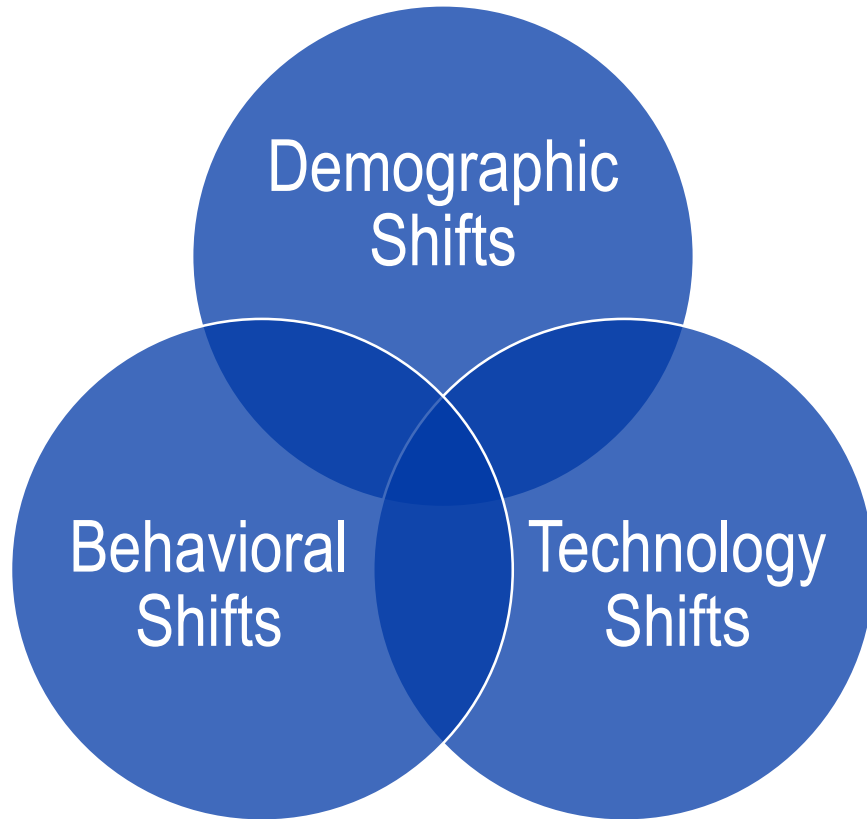
Mobile and online channels serve different customer needs and we tailor customer experience accordingly



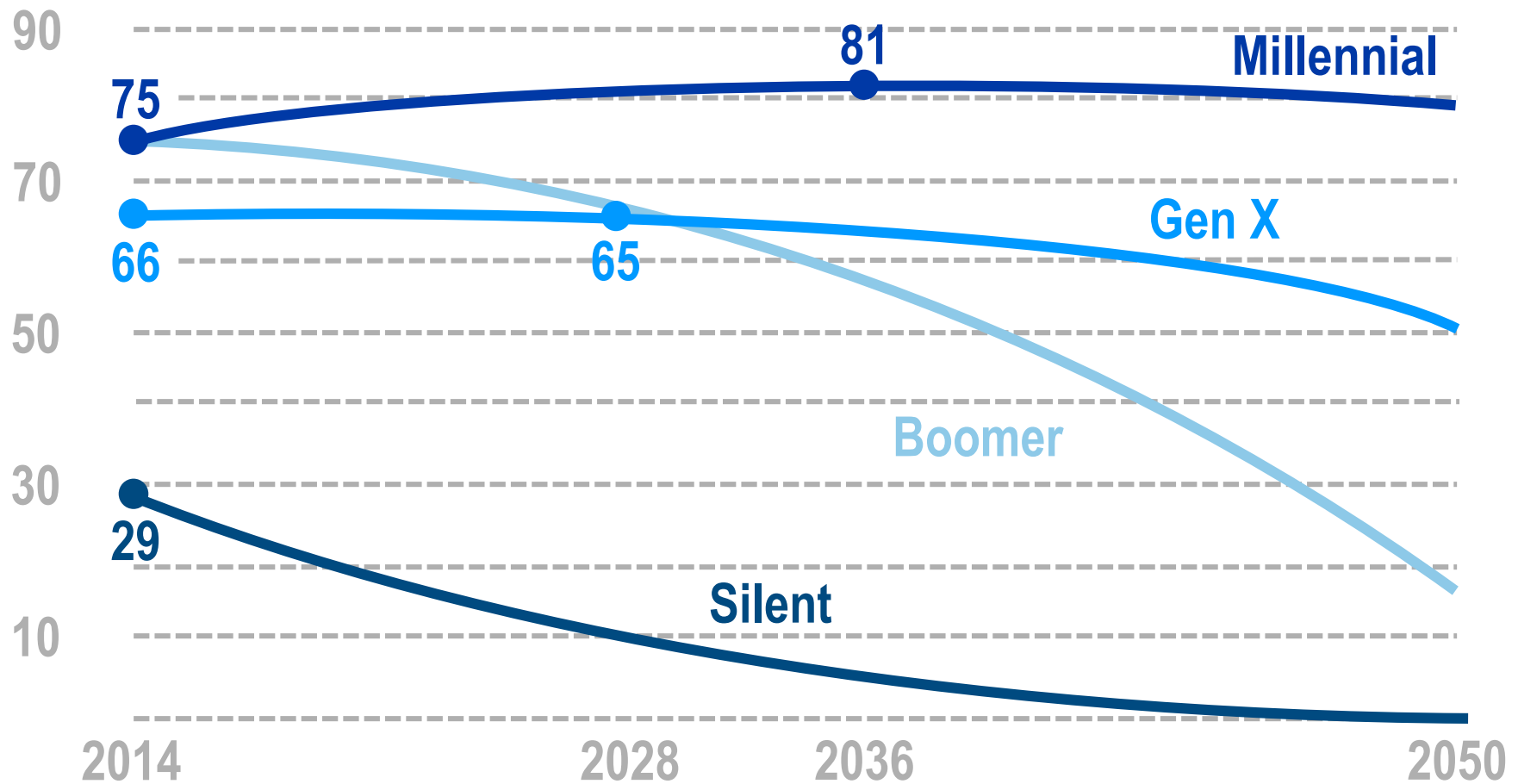
■ Strongly Agree

■ Somewhat Agree

The World Around Us



Generational Shift



Millennial 18-34 (1981-1997)

Gen X 35-50 (1965 – 1980)

Boomers 51-69 (1946-1964)

Silent 70-87 (1928-1945)

Source: Pew Research Center tabulation of U.S. Census Bureau population projections released December 2014
<http://www.pewresearch.org/fact-tank/2015/01/16/this-year-millennials-will-overtake-baby-boomers/>

Not just Millennials

Table 3. Use of mobile banking in past 12 months by age
Percent, except as noted

Age group	2011	2012	2013	2014
18–29	45	54	63	60
30–44	29	37	43	54
45–59	12	21	25	32
60+	5	10	9	13
Total	22	29	33	39
Number of respondents	1,859	2,180	2,187	2,437

Note: Percentages are of those in each group who have a mobile phone and a bank account.

Source: Board of Governors of The Federal Reserve System Consumers & Mobile Financial Services 2015 Report – March 2015

Embracing Self-Service



The Evolution of Self-Service Banking

Channels were added one after the other

1970s



ATM

1980s



CALL CENTER

2000s



INTERNET

2010s



MOBILE

Challenges of Multi-Channel Banking Experience



Core Banking Systems

Multiple systems to manage

Multiple versions of the truth

No smooth handoff of transactions between channels

Application Layer

Application Layer

Application Layer

Application Layer

Channel-specific services



ATM



CALL CENTER



INTERNET



MOBILE

Challenges of Multi-Channel Banking Experience



Core Banking Systems

One system to manage

Single versions of the truth

Connectivity

Workflow

Omni-Channel Banking

Seamless handoff of transactions
between channels

Messaging

Business Logic

Full suite of banking services across channels



ATM



CALL CENTER



INTERNET



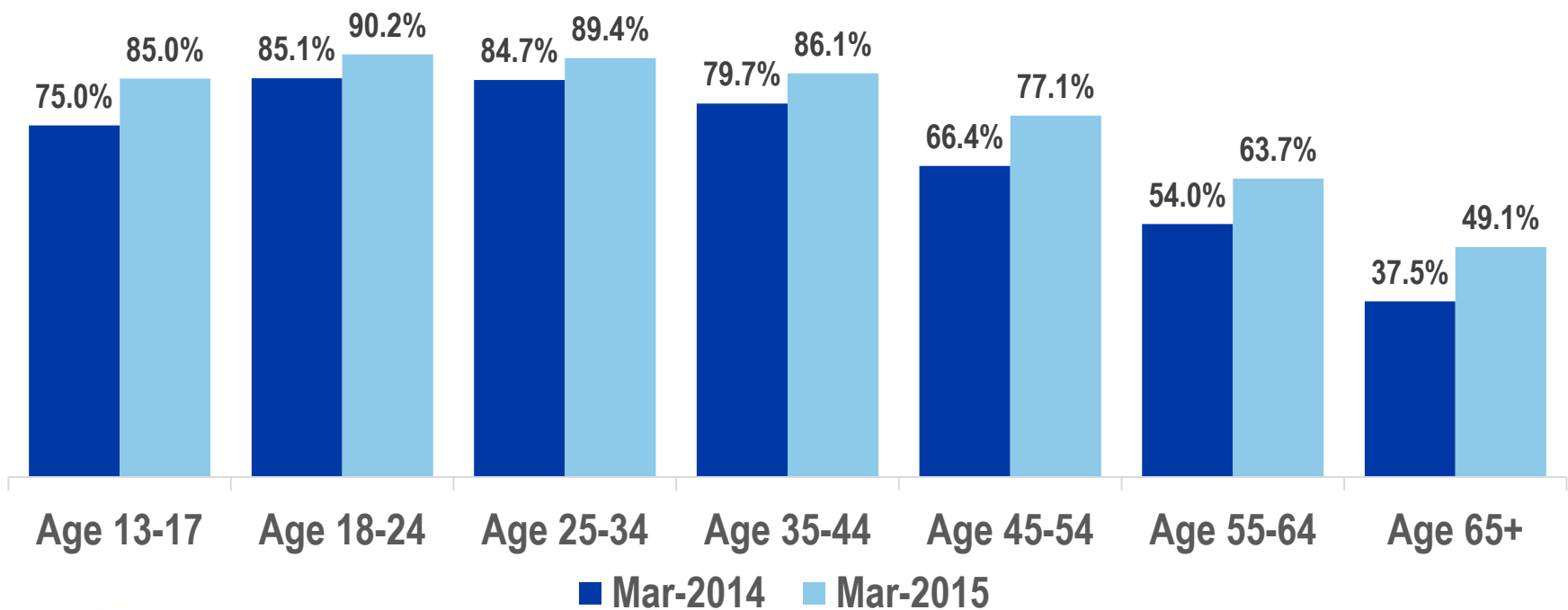
MOBILE

Mobile Saturation Continues to Rise

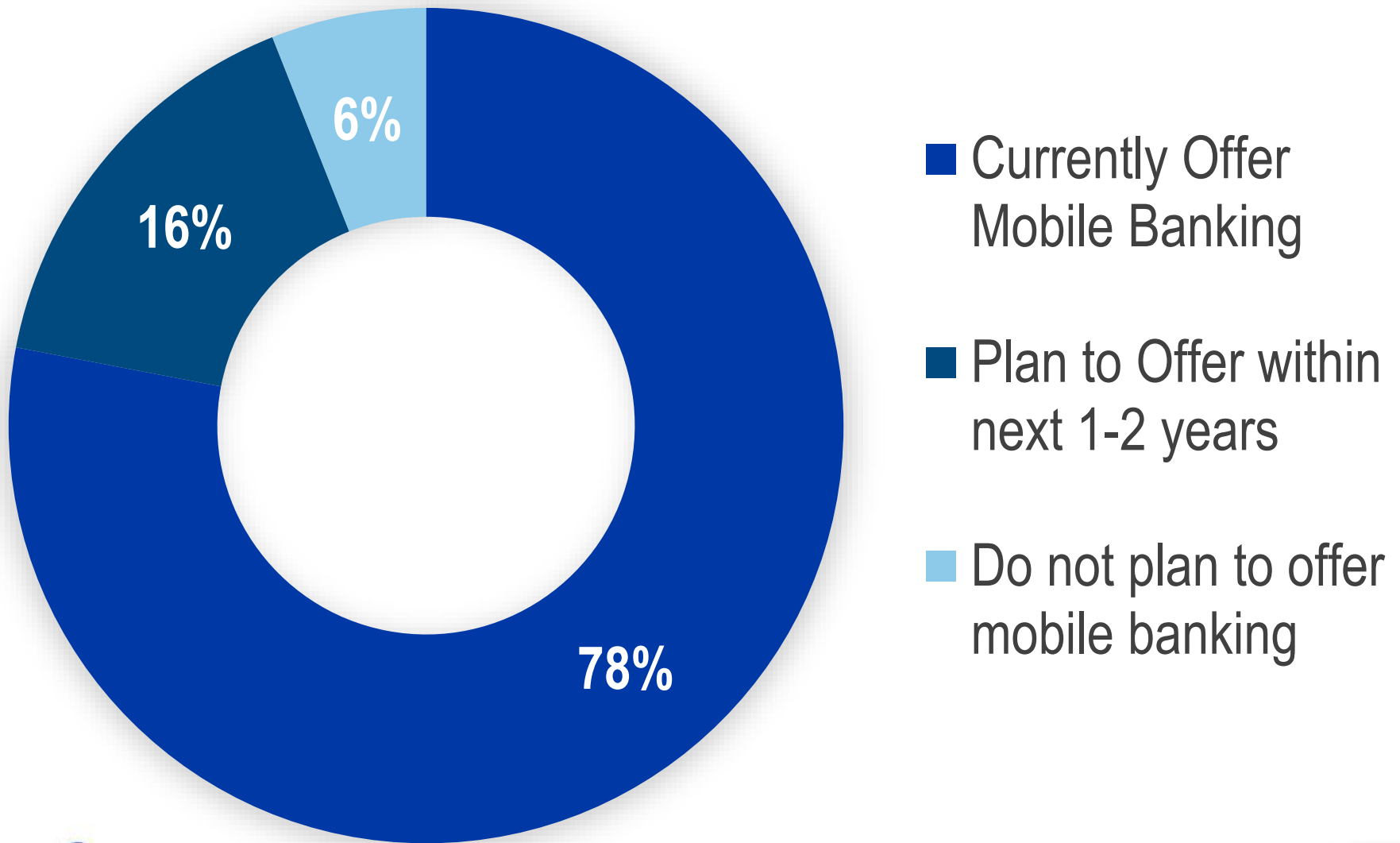
191.4 million people in the U.S. own smartphones
(77.1% mobile market penetration)

U.S. Smartphone Penetration by Age: Y/Y Change

Source: comScore MobiLens, U.S., March 2014 – March 2015



FIs Offering Mobile Banking Services



Mobile Features Offered

■ Currently Offer ■ Plan to Offer ■ No Plans to Offer

CHECK BALANCES

84%

16%

TRANSFER FUNDS
BETWEEN OWNER'S
ACCTS (SAME FI)

82%

17% 1%

VIEW STATEMENT/
TRANSACTION HISTORY

79%

19% 2%

ATM/BRANCH LOCATOR

75%

16% 9%

BILL PAYMENT

74%

23% 3%

MOBILE RDC

48%

41%

11%

Mobile Features Offered

■ Currently Offer ■ Plan to Offer ■ No Plans to Offer

BILL PRESENTMENT

27%

23%

50%

MOBILE P2P TRANSFER

26%

49%

25%

TRANSFER FUNDS
BETWEEN OWNER'S
ACCTS (DIFFERENT FI)

23%

42%

35%

VIEW CREDIT CARD
(BAL, STMT, HIST)

21%

13%

66%

STOP PAYMENT
REQUEST

19%

30%

51%

CHECK RE-ORDER

15%

25%

60%

PERSONAL FINANCIAL
MANAGEMENT

12%

27%

61%

Online Secure Chat

- Secure communication across any device
 - Web (desktop, laptop)
 - Tablet
 - Mobile
 - Watch
- Text Chat / SMS
- Phone / VoIP
- Video chat



Internet of Things – Anytime, Anywhere

A woman in a blue jacket is looking at a large smartphone screen that displays the Citibank mobile app interface. The screen shows account balances and transaction history. A circular graphic overlay on the left side of the screen displays the Citi logo and the text "Citi Double Cash", "CURRENT BALANCE", and "\$736.91".

Account	Balance
Current Checking 234	\$2,273.50
Savings	\$1,584.23
Credit Card 023	\$736.91

MAKE MORE TIME
Citibank Online

LIMITED-TIME OFFER
Home Equity Line of Credit

Cross-Device Engagement

Available at

amazon

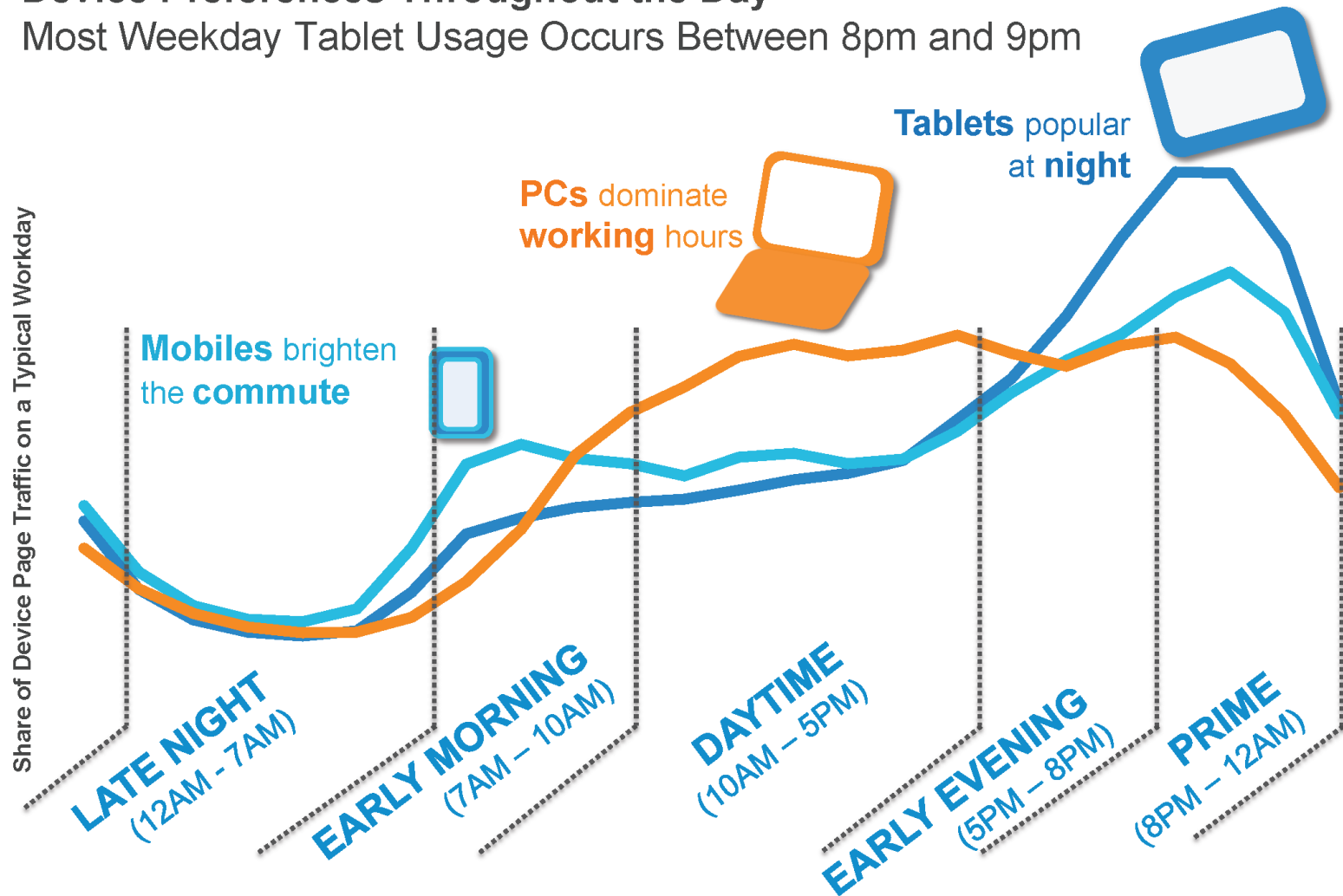
The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'z'.

NETFLIX

facebook®

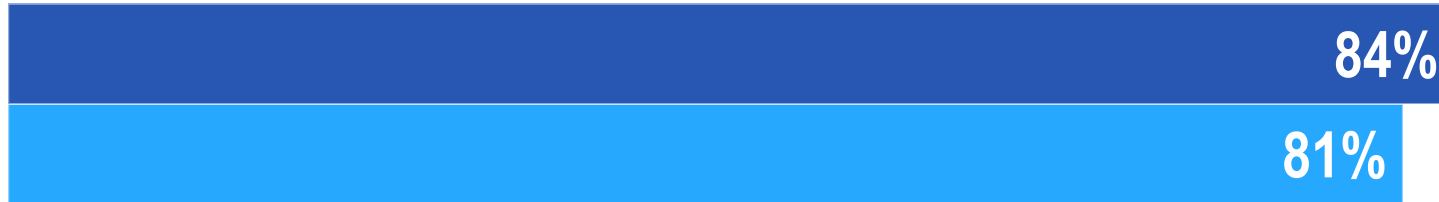
Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm

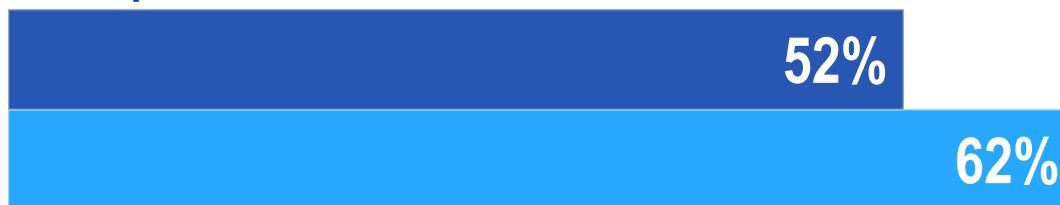


Multi-Device Banking

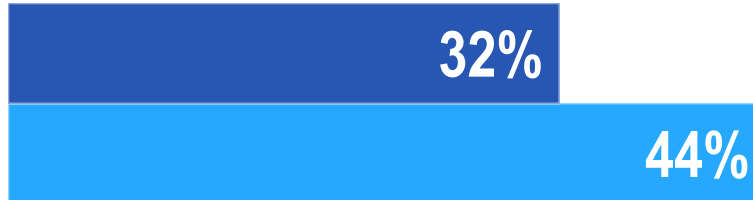
Laptop



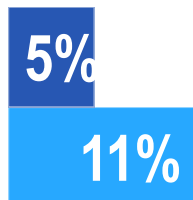
Smartphone



Tablet



Phablet



- Which of these Devices do you use for banking? (2014)
- Which of these devices do you expect to be using for banking in 24 months? (2016)

Smooth Transition of Transactions Between Devices

Sample Scenario of Loan Account Opening

Remote Loan Application
Through Online Banking



More and more people are comfortable applying for banking products remotely.

Follow-up by or
Assistance Through
Phone Banking



Often customers need assistance and clarifications.

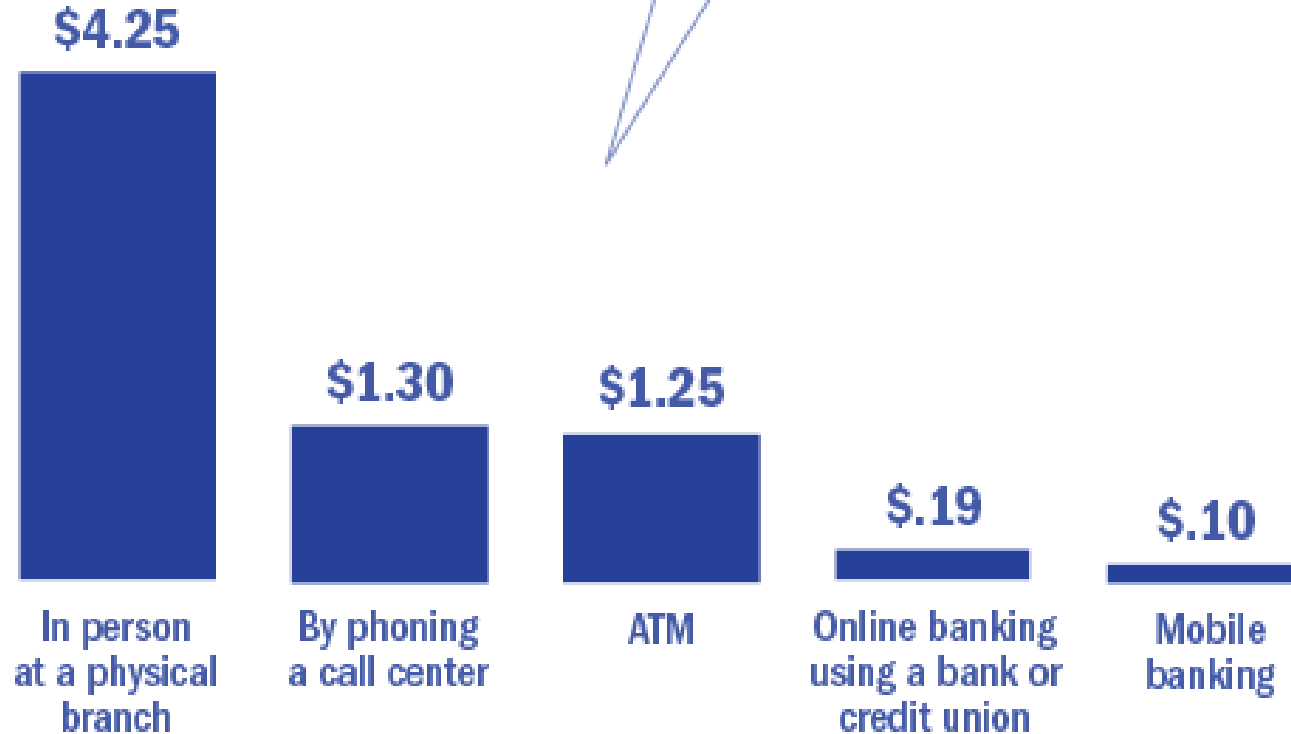
Walk-through by Loan
Officer at the Branch



People still want to be face-to-face when they create and grow a relationship.

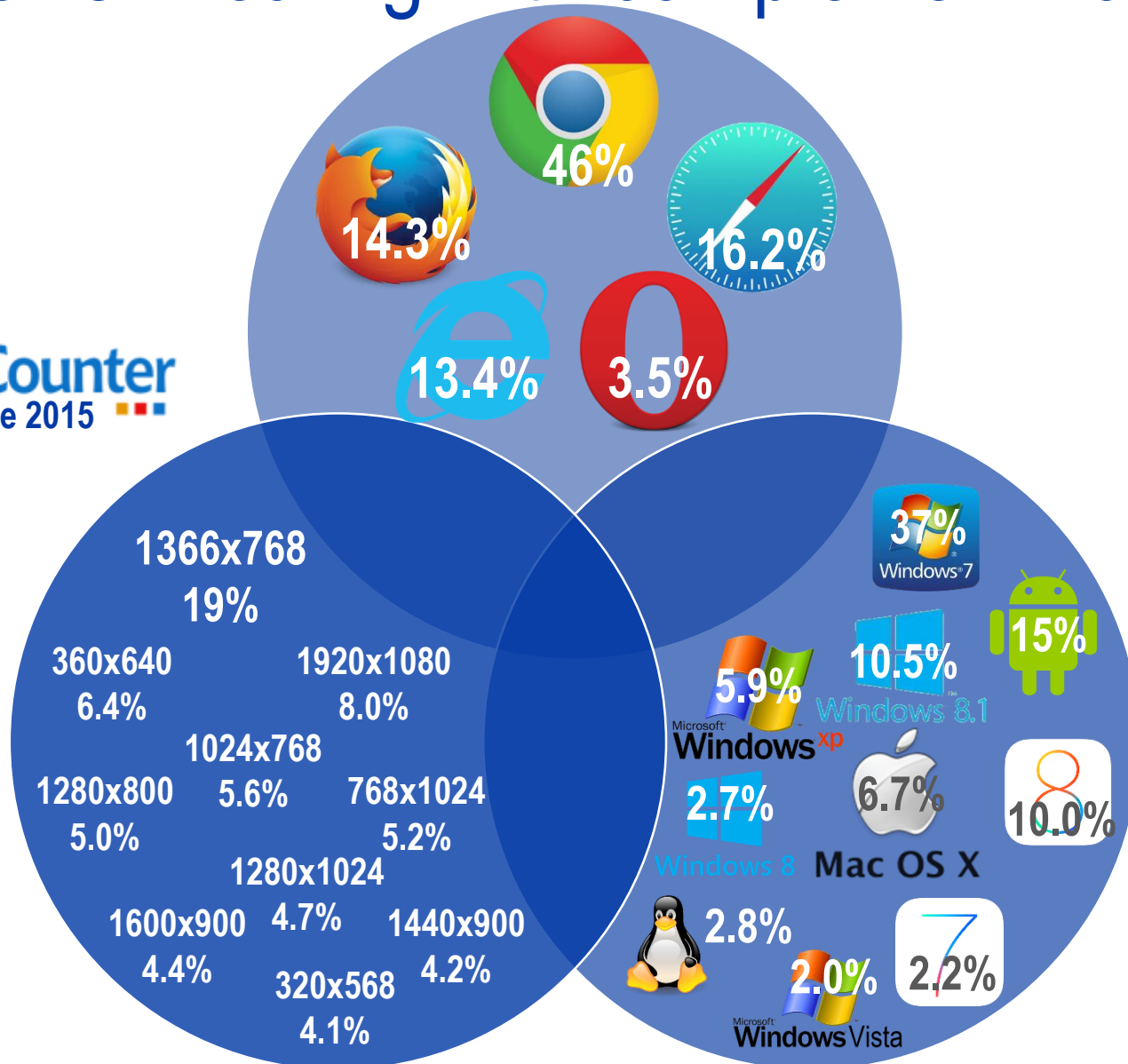
Good News: Reduced Cost

Estimated cost per transaction
by channel



Bad News: Dealing with complex environments

 **W3Counter**
June 2015



IRIS – An Omni-Channel Platform



Anytime, Anywhere Service



OS and Browser Agnostic



Device and Resolution Sensitive

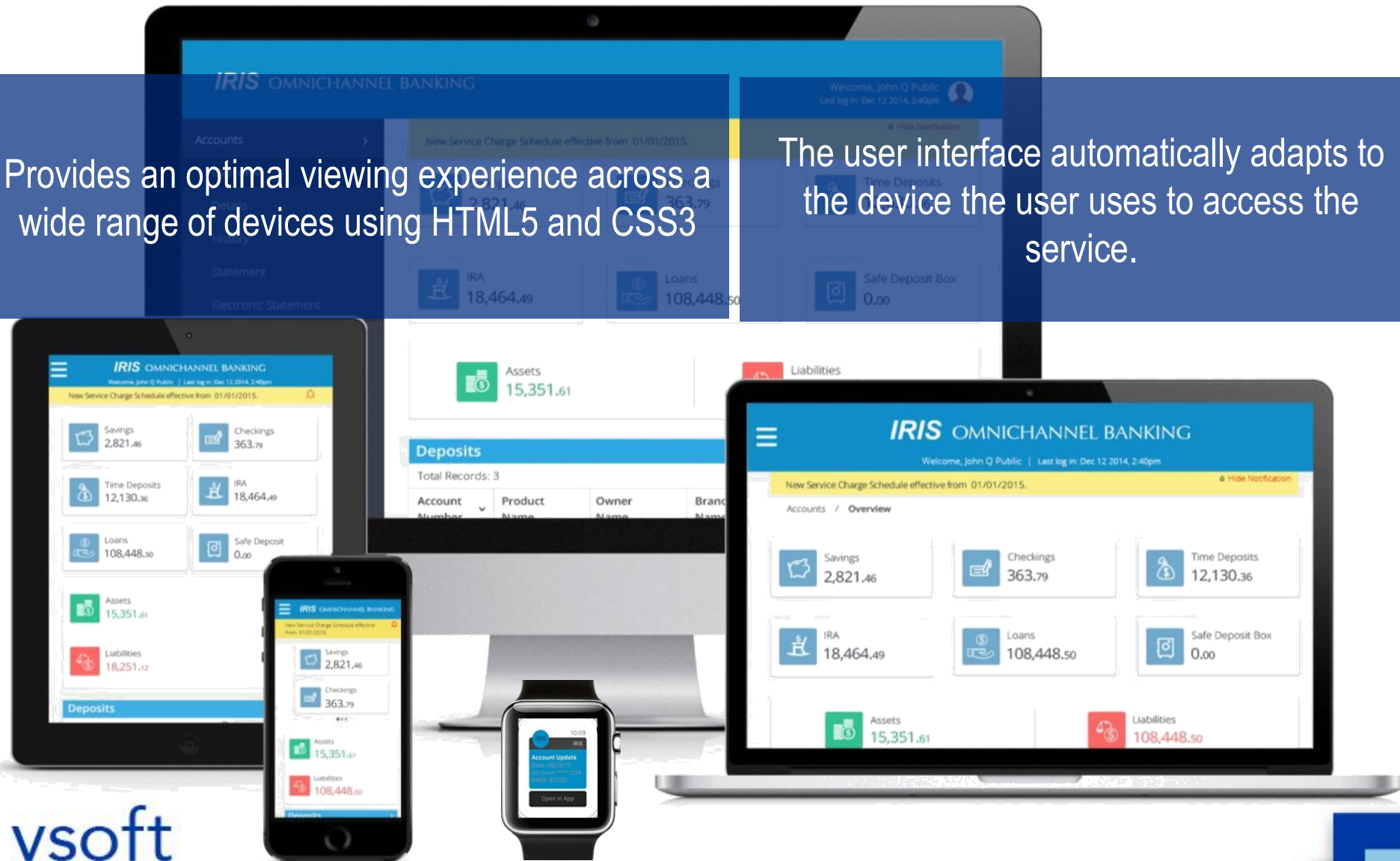


Eliminates the Need for Multiple Products
(Internet Banking, Tablet Banking, Mobile Banking for both Consumer and Business)

Responsive Design

Provides an optimal viewing experience across a wide range of devices using HTML5 and CSS3

The user interface automatically adapts to the device the user uses to access the service.



iPad 9:27 AM 100%

vsoftirisdemo.com

leaf filter atlanta reviews - Google Sear... FORTUNE: SUCCESS! Your Password... spectrum VSoft IRIS

IRIS ANYWHERE BANKING

Welcome, millsm | Last Login : Aug 24 2015, 9:23 am
About | Contact | Support

Accounts
Overview
Details / History
Statements
Payments & Transfers
Business Services
Other Services
Profile Management
Administrative Tools
Calculators
About
Contact

Savings
4,399.05

Checkings
22,562.62

Loans
92,187.67

Assets
26,961.67

Liabilities
92,187.67

Deposits

Show 10 entries

Account Number	Product Name	Owner Name	Available Balance	Balance as on 24 Aug 2015
****0505	Regular Checking	Michael Mills , Mr	12,353.94	12,353.94
****1101	Regular Checking	Michael Mills , Mr	7,517.25	7,517.25
****1121	Regular Savings, Personal	Michael Mills , Mr	3,603.00	3,603.00

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Responsive Design

- **Single code base**
 - No longer managing multiple code bases
- **Single content repository and single content architecture**
 - No added work to share content across channels
- **Any device, any OS, any resolution**
- **Consistent look and feel**
- **Consistent functionality**



Full Suite of Online Banking Products Across Devices



Account Inquiry



Funds Transfer



ATM / Branch Locator



Bill Pay



Check
Deposit



Check / Deposit
Image Viewing



Customer
Service



IRIS Omnichannel Banking



Statement
Request



Personal Financial
Management



Online Account
Opening



ACH & Wire
Transfer



Online Security

Member
Online
Banking

Business
Online
Banking

Member
Mobile Deposit

Business
Mobile Deposit

IRISTM
Anywhere Banking

Member
Mobile Banking

Business
Mobile Banking

Personal Banking Product Features



- ☐ Accounts
 - Account Overview
 - Account History
 - Account Details
 - Checks and Deposit Images
- ☐ Check Deposits
- ☐ Funds Transfer
- ☐ Bill Pay
- ☐ Customer Service
 - Alerts
 - Stop Payments
 - Check Orders
 - Update Personal Information

Keeping Pace as Business Banking Needs Grow

Sample Scenario of an Entrepreneur Journey

**SoHo and
Micro-Business**



Same needs as a Consumer

- ✓ Use Personal Acct
- ✓ Value Time over Money
- ✓ DIY

Small Business



Need Biz Acct & some services

- ✓ Begin Delegation of functions
- ✓ Need enhanced payment capabilities
- ✓ Increased Cash Management needs

**Commercial
and Corporate**



Multiple Biz Accts & services

- ✓ Refined job functions
- ✓ Pursue efficiency in tech
- ✓ Seek timely insight for financial decisions

Business Banking Product Features

☐ Accounts

- Account Overview
- Account History
- Account Details
 - Checks and Deposit Images

☐ Customer Service

- Update Personal Information
- Check Orders
- Alerts
- Stop Payments

☐ Remote Deposit Capture

- Merchant Item Capture
- Business Mobile Capture

☐ Business Bill Pay

☐ Treasury Management

- ACH
- Wire Transfer
- Positive Pay
- Roles Based User Entitlements

Questions and Answers



