



The Powerful ROI from Intelligent Banking CRM

SUMMARY

Knowledgeable, timely outreach to consumer, business and wealth customers with intelligent insights and financial recommendations and events has a huge impact on customer satisfaction, loyalty and behavior.

MEET CUSTOMER EXPECTATIONS - Customers expect bankers to understand their relationship with the bank and want their primary banker to proactively offer relevant insights and solutions for their business.

INCREASE PURCHASE INTENT - Banks that deliver intelligent, insightful experiences can expect customers to reward them with significantly higher intent to purchase additional products and services.

GENERATE REFERRALS - Business owners are much more likely to refer another company to a bank that delivers timely, intelligent recommendations.

BUILD LOYALTY - Bankers that understand their customers' business and provide tailored solutions lead far more often to exclusive primary bank relationships.

Cited research based on an August 2017 Barlow Research Associates Flash Panel Investigating Small Business Owner response to Proactive Timely Insights and Recommendations from their Bankers.

- 132 Companies from Barlow Research Flash Panel with annual revenue from \$100,000 to <\$10 Million
- Combination of closed-end and open-end research questions
- Fielded online August 2017

Quotes included are responses from the research panel.

The clear message is that deploying an Intelligent Banking CRM with timely events and insights for next best conversations delivers a powerful return on investment in the form of higher share of wallet, greater loyalty and increased referrals.

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Introduction

- Customer expectations are increasing. Megabanks and non-bank Fintech providers are making investments in smart digital solutions to enhance customer experiences.
- Community and regional banks and credit unions struggle with creating a single view of the customer and with identifying key customer milestones and events that signal opportunities to deepen relationships and cross-sell.
- Voice of the Customer research illustrates the positive impact that proactive, intelligent and relevant outreach has on customer loyalty, subsequent purchase decisions and the likelihood of customers to refer other business to the bank.
- It is more important than ever to quickly deploy a cost-effective, low-risk solution to meet the growing competition for your customer's wallet.

A banker's understanding of a customer's banking relationship is critically important.

In a recent Barlow Research panel of small business decision makers, more than **90%** agree that their bank representative should know the specifics of their bank relationship. However, only **39%** feel that their bank is superior at delivering this experience.

“The more my primary contact knows about my business, the more I feel my bank would be in a supportive and guidance role to help me make better decisions. I would be very much more likely to use their products and services exclusively.”





I had a bank that did not understand our business and was very difficult to work with. I switched to another bank and was impressed that in a very short time they knew way more than the old bank about our business. Because they understand the nature of our business and customers, they are a joy to work with.



More than **80%** of panelists expect their banker to understand how money moves through their business.

Proactive outreach with timely recommendations drives confidence, loyalty and purchases of additional financial services.

84% of panelists agree that they want their primary banker to proactively offer solutions, insights and offers. **86%** agree that a banker that understands their relationship and contacts them with timely meaningful recommendations would increase their confidence in that bank.

84%

WANT
PROACTIVE
INSIGHTS



86%

INCREASED
CONFIDENCE
IN BANK



If my primary banker showed he/she knows my business well enough to tailor solutions specific to my business, it would dramatically influence our decisions to maintain a relationship with the bank.



More than **75%** agree that their bank's understanding of their entire relationship and reaching out with timely recommendations would lead to the purchase of other products and services from that bank.

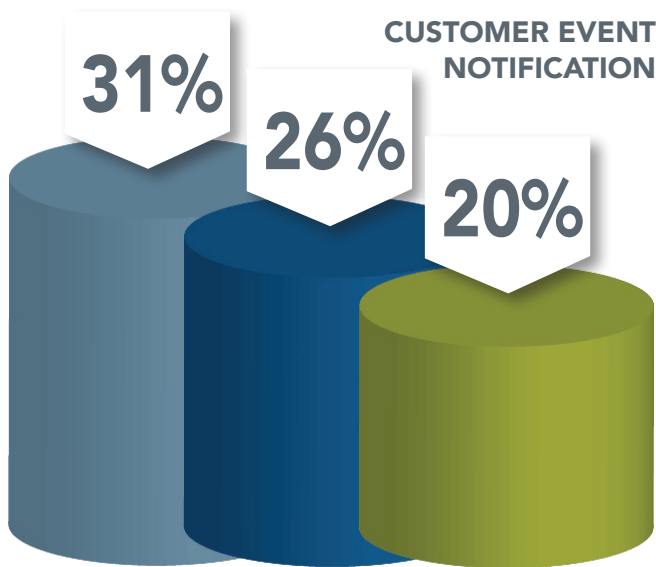


“It is extremely important that my banker anticipates and addresses my banking needs. Sometimes he has come up with ideas that I have not considered and those ideas have blossomed into new ventures.”

75%

**WILL PURCHASE
ADDITIONAL PRODUCTS**

Noticing atypical activity or trigger events such as unexpected fees or large deposits, and reaching out for a conversation with recommended solutions can have a **powerful effect on a customer's banking decisions.**



TOP RESPONSES:

- 31% would increase business/use bank exclusively/increase loyalty
- 26% say this would solidify their banking relationship
- 20% would have increased confidence and trust in the bank

“Having a strong relationship with your bank gives you that extra security of knowing they are watching if something unusual happens, and if they can make suggestions for avoiding fees or taking advantage of offers, all the better. It makes you feel they are working for you.”

Banker's understanding of their customers and insightful, timely outreach leads to referrals to other businesses.

86%* of panelists strongly agree that they would refer other companies to a bank that was superior at **proactively suggesting solutions** to their financial services needs.



“ If my primary bank reached out to me about programs or accounts that may benefit my business, it would show they are proactive and care about our account. I would definitely do all business if possible through them and refer others because of the service. ”

Conclusion

- It is important and strategic to invest in improvements in customer understanding and effective outreach with timely intelligent recommendations.
- The key is to choose a solution that can be deployed quickly and risk-free.
- The gap in customer expectations versus current banker performance leaves under-performing banks vulnerable. Tangible revenue and increases in customer loyalty and referrals are generated from delivering effectively.
- The ROI from deploying an Intelligent Banking CRM solution can be 250%+, and the intangible benefits are significant.

Intelligent Banking CRM Best Practice

Given the compelling data behind the value and ROI of intelligent cross-selling, what is the best practice for ensuring a successful, efficient and cost-effective Intelligent Banking CRM initiative?

Here are 5 key components of success for Regional and Community Banks and Credit Unions with BankSight Intelligent Banking CRM Best Practice Solution:

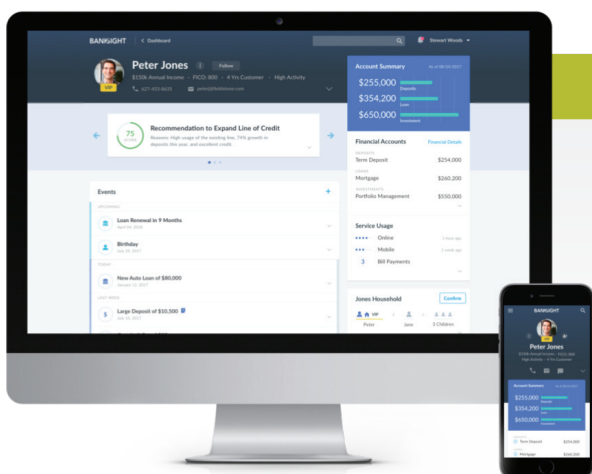
EASY ACCESS TO DATA - Use routine data extracts from your bank's core systems, data warehouse and/or other customer or marketing systems. Mask or hash any PII data. Time consuming, expensive systems integration is not needed.

BANK-SPECIFIC DATA ORGANIZATION - Leverage a party model purpose-built solely for banking data that includes financial accounts, household and professional relationships, credit data, assets and products serviced by third parties.

STUNNING USER INTERFACE - Display a customer's single view in a simple, responsive user interface. Make it easy for bankers to scan a quick customer overview, key customer details and relationships, timely events, and intelligent customer insights. Ensure it is email, text or mobile enabled.

NEXT BEST CONVERSATIONS - Apply machine learning to personalize next best actions for each business or individual customer. Automatically learn from the results to continuously improve future actions ranging from financial events and life milestones to product and service recommendations.

ACTIONABLE REPORTING - Display the results of your banker outreach and granular performance in a simple-to-digest Customer Insights Dashboard that helps managers coach their relationship bankers on how to best use the best use Intelligent CRM to deepen relationships to deepen relationships.



Proof of Value Program

BankSight offers tangible results for your bankers by securely deploying the BankSight Intelligent Banking CRM after receiving your bank's standard data extracts. Based on these data extracts, BankSight delivers AI-driven customer insights including next best product recommendations, upcoming account renewals and maturities, and indicative transactions that separate key financial signals from routine financial events.

About BankSight

BankSight is The First Intelligent Banking CRM™ 100% purpose built for banks and credit unions. It's powered by leading machine learning and AI technologies and runs on the Microsoft Business Applications Platform. BankSight enables retail bankers, business bankers, and wealth advisors to deliver meaningful experiences to customers through timely, actionable, AI-driven customer insights and a single view of the customer.

About Barlow Research

Barlow Research Associates, Inc. (BRAI) was founded in 1980 to provide research and consulting services to the banking industry. BRAI specializes in custom research projects and strategic consulting and has also developed a widely used proprietary product in the Customer Relationship Audit®, a customer satisfaction research tool designed to provide actionable data at all levels of a bank.

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*Barlow Research Syndicated Study - Small Business Rolling 4 Quarter Data 2Q2016-1Q2017

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