Do or Die Digital Banking:

Why your digital banking app must create a great customer experience

A brutal battle is being waged for banking customers— and the battlefield is the digital banking app.

Customers want a great digital banking experience

According to BAI research, about half of customers under age 55 would switch financial institutions for a better banking app and digital platform capabilities.[1] Almost half (42%) of Gen Z consumers and 37% of Millennials say that the ability to manage services via mobile app is among the top three factors they consider in a banking provider.[2]

In a world where Amazon and Uber and Airbnb have taken a major bite out of traditional industries by focusing on a radically simpler customer experience, consumers are expecting the same commitment to CX from their financial institutions.

Just having a digital banking app was once a competitive differentiator, but now it is table stakes. The winners for the hearts and minds of banking customers will be the financial organizations that deliver the best and most feature-rich digital banking apps. Laggards risk being left in the dust.

Banks love digital banking, too!

Consumers aren't the only fans of digital transformation. A variety of industry players including banks, neobanks, and fintechs see value in digital banking. These organizations appreciate digital banking's ability to reduce operating costs, cross-promote other financial products, and contribute to a 360-degree view of a customer's full relationship with the institution.

Since financial organizations want digital banking and customers prefer digital banking, it's no surprise that we are seeing a correlation in the closure of physical bank branches. In 2018, the net number of shuttered branches totaled 1,947.[5] Even banks with a strong branch network are opening digital-only banks. For example, in 2017 Wells Fargo launched Greenhouse, and in 2018 JPMorgan Chase launched Finn.

The dehumanization of the customer relationship

Digital transformation in banking scores high marks for customer convenience while lowering financial institutions' costs. But there's a high price to pay for digital transformation: the dehumanization of the customer experience that puts your brand affinity and customer loyalty at risk.

About half of customers under age 55 say they would switch financial institutions for a better banking app and digital platform capabilities.
(source: BAI)

[1] https://www.bai.org/research/bai-banking-outlook/trends-in-2020
[2] https://www.yesmarketing.com/node/1925/download/6dc7c3b2420520b39f37a47bac464edc
[3] https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/49360224

glance | AMERICAN BANKER

You can't afford to take the human-ness out of the banking experience. Notes Jonathan Crane, senior vice president of Axos Bank, "Human interaction, especially when it's related to finance, is an inherently emotional and sensitive topic. Our goal is to meet our clients in the way they best prefer to interact. Sometimes they do need that higher touch connection."

7 keys to a great digital banking experience

A good digital banking app won't cut it: you need a great digital banking app if you want to win, retain, and maximize revenue from your customers.

Here are seven elements of a great digital banking experience that enable you to deliver digital experiences to customers that rival and even improve upon the in-branch experience.

1. Anywhere, anytime access

The American Bankers Association (ABA) found that 76% of consumers used a mobile app for banking in the last 30 days, and 43% used that app more than three times in the past month.[6] Customers expect to access banking functionality via desktop or mobile browser, native mobile app, or hybrid app. In other words, customers must be able to access banking functionality when it is most convenient for them.

Consumer preference for mobile is strong, especially for younger customers. The ABA found that 62% of those aged 19 to 20 and 53% of those aged 33 to 44 say they use mobile more than any other banking channel.[5]

2. An intuitive user interface

The largest financial institutions employ an army of app designers and developers, but customers are still underwhelmed. A recent Gartner survey found that 84% of customers say their experiences using digital tools and services fall short of expectations. Millennials—the most frequent users of digital services—were the least happy.[6] Your digital banking app has to beat the odds and not just meet, but exceed, customer expectations.

3. Exceptional in-app customer support

Customers can struggle with even the most elegantly designed digital banking app. Since it's tough to predict where customers will stumble and become frustrated, banks must build customer service capabilities right into the apps. Gartner suggests that many mobile apps fail to achieve business objectives because "there is very little customer service capability built into the apps." [7]

> **"Human interaction, especially when it's related to finance, is an inherently emotional and sensitive topic. Our goal is to meet our clients in the way they best prefer to interact. Sometimes they do need that higher touch connection."**
>
> — Jonathan Crane, Senior Vice President, Axos Bank's Center of Excellence

[4] https://www.aba.com/about-us/press-room/press-releases/survey-95-percent-of-consumers-give-high-marks-to-digital-banking

[5] https://bankingjournal.aba.com/2019/11/aba-survey-customer-preference-for-digital-banking-continues-to-grow/

[6] https://www.gartner.com/en/newsroom/press-releases/2018-10-03-gartner-survey-finds-that-most-consumers-have-underwhelming-digital-experiences

[7] https://www.gartner.com/en/documents/3883979

glance | AMERICAN BANKER

If you are experiencing lower-than-hoped-for customer satisfaction or transactions in your digital banking app, it very well could be due to the lack of help functionality. Your bankers and customer service agents need to be able to see where the customer is stuck and guide them through the app, shepherding transactions to completion.

4. Access to expert advice
Digital banking is on the rise but customers still want advice—especially when buying more complex products—from real live human experts. To add value and grow the customer's portfolio, the app should allow your bankers and financial advisors to digitally present proposals and prospectuses and offer human-to-human expert consultation.

5. Easy access to other bank products
Deposit and savings accounts are often a point of entry for other financial products such as investment accounts and loans. The digital banking app must make it easy for your customers to expand their relationship with your financial institution and grow assets under management.

6. Humanity
Human interaction matters: 82% of consumers want more of it in the future.[10] When the customer can see the face of the banker or advisor or service rep who is helping them, NPS scores increase. Injecting humanity into your digital app builds customer satisfaction, loyalty, and lifetime customer value.

7. Premium customer experience
Do it right and you achieve the best of both worlds: the benefits of digital transformation with the loyalty-building human element and premium experience of a face-to-face in-branch experience.

Visual engagement and why it's important for digital banking

Visual engagement is the ability for your employees to see, show, share, and collaborate with digitally connected customers. Your bankers and service reps can see the customer's screen, help them get "un-stuck" and guide them through complex digital transactions. Your bankers and advisors can use visual engagement to present proposals to customers within the app, growing the bank's strategic value to the customer, increasing loyalty, and stimulating transactions that lead to portfolio growth.

When the customer can see the face of the banker or advisor or service rep who is helping them, NPS scores increase. Injecting humanity into your digital app builds customer satisfaction, loyalty, and lifetime customer value.

---

[10] https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf

glance | AMERICAN BANKER

Visual engagement is enabled by a suite of technologies that include screen sharing, cobrowse, mobile app sharing, and agent video. You can integrate visual engagement into your app, website, and chat. For fast, frictionless, and secure initiation of sharing sessions, bankers and service reps can launch visual engagement with a single mouse-click from within your customer relationship management (CRM) system or agent desktop.

For a 360-degree view of your customers and to track the impact of visual engagement on customer revenue, call center efficiency, and agent performance, visual engagement sessions should be automatically logged in the customer record.

There are many benefits to adding visual engagement to your digital banking app:
- Increased customer satisfaction and higher NPS and CSAT scores
- Reduced cost and burden on customer support call centers due to lower average handle time and higher first call resolution
- Improved app ratings
- Larger and higher volume of app-based transactions
- Higher customer loyalty
- Increased portfolio and asset value
- Improved lifetime customer value

6 questions to ask when selecting a visual engagement tool
Visual engagement makes human-to-human connections in your digital app more efficient, more compelling, and more emotionally satisfying.

But not every visual engagement tool delivers an exceptional customer experience. The following are a list of questions to ask a potential visual engagement technology provider:

1. *Can you support a consistent agent-customer collaboration experience across all platforms and devices including website, chat, browser apps, and native Android or iOS mobile apps?*

2. *Does your solution integrate with my CRM or agent desktop to ensure a frictionless experience for bankers and service reps? Can bankers, agents, and advisors instantly launch a sharing session with a single click from the CRM?*

3. *Does your solution allow me to switch easily from "view mode" (agent can see the screen of the customer and offer guidance) to "show mode" (agent can show the customer a presentation or prospectus)?*

4. *Is your solution proven to perform at massive scale? With what major brands and at what volume?*

Visual engagement is enabled by a suite of technologies that include screen sharing, cobrowse, mobile app sharing, and agent video.

glance | AMERICAN BANKER

5. *Is your solution engineered to comply with strict enterprise data security and privacy requirements for financial services companies? Do you have prior experience passing a rigorous financial services InfoSec review? With what major financial services brands?*

6. *Do we need to upgrade or swap out our call center technology, chat technology, chatbot/AI technology, CRM, or any other infrastructure system? Or can we easily embed your visual engagement technology with our existing best-of-breed or legacy systems and apps already deployed?*

Can visual engagement co-exist with your enterprise security and privacy policies?

Here are 6 features a visual engagement solution must have if you hope to clear an InfoSec review.

1. No proxy servers
Proxy servers can expose you and your customers to "man-in-the-middle" security attacks, so make sure the visual engagement solution you select does not ever use proxy servers.

2. Mask customer PII from the eyes of your agents
Your visual engagement solution should allow you to identify fields that contain customer PII (Personally Identifiable Information) — social security numbers, for example — and mask them from the agent's view.

3. 256-bit encryption
Sharing and collaboration data should be transmitted using 256-bit encryption.

4. Don't store transmitted data
If data transmitted during sharing sessions is never stored or "at rest" it minimizes your exposure to data privacy and security policy breaches.

5. Provider should not use or sell session data for advertising
Make sure your visual engagement provider has an un-ambiguous policy against collecting and selling data for advertising purposes.

6. Support for enterprise-class SSO
Make sure your visual engagement provider supports SAML/SSO, so that your enterprise Single Sign On (SSO) manages the secure authentication of provisioned agents.

A properly engineered visual engagement solution introduces virtually zero data security or privacy risk to your organization and should easily pass an InfoSec review.

Is a chatbot part of my visual engagement solution?

Many financial services organizations are deploying chatbots as part of their digital engagement strategy. Chatbots are programmed to impersonate humans using robotic algorithms to answer customer questions and connect customers to help documents.

Rather than create a human-to-human connection with your customers, chatbots remove humans from the equation.

Here's the problem: research shows that 43% of customers prefer to speak to a human and 24% say that chatbots aren't friendly enough. [9]

Chatbots are not part of your visual engagement solution... but visual engagement can work together with chatbots to create great digital engagement. For example, give customers an escalation path for high-touch human engagement when the chatbot cannot effectively solve their problem.

[9] https://www.drift.com/wp-content/uploads/2018/01/2018-state-of-chatbots-report.pdf

glance | AMERICAN BANKER

Visual engagement in action: Glance and Axos Bank

(Originally published in American Banker, November 19, 2019)

Glance allows Axos bankers to deliver a digital banking experience that rivals an in-branch experience.

With Glance, Axos bankers can see exactly what an account holder sees on their screen as they navigate the online banking app. Agents can guide customers through a number of transactions including bill payments, fund transfers, and the completion of applications for bank products like mortgages and personal loans.

Glance collaboration sessions can be launched easily by the banker, and Glance requires no download from the customer. It is a frictionless experience for the banker and the customer that works with any computer or mobile web browser the customer might be using.

Glance is engineered to comply with the strictest security and privacy standards of financial services companies. Sensitive personal information in the customer's online banking account is masked from the view of the banker. Glance encrypts all transmitted data and employs enterprise-class SSO.

Click here to read the full story

Visual engagement in action: watch the demo

Recorded on the main stage at Finovate 2019, view this video of a digital banking app that includes visual engagement. Watch as a banker engages with his customer, gives him a guided tour of the digital banking app, presents a prospectus, and guides him to open an investment account.

Click here to view the demo

> "We're able to jump right into whatever issue the customer may be facing and provide real-time guidance as opposed to trying to make them describe what they see on the screen."
>
> — Jonathan Crane, Senior Vice President, Axos Bank's Center of Excellence

---

[10] Originally published in American Banker, November 19, 2019"

[11] https://www.drift.com/wp-content/uploads/2018/01/2018-state-of-chatbots-report.pdf

glance | AMERICAN BANKER

About Glance

Glance Networks transforms the customer experience by enabling visual engagement for today's enterprise. We are one of the world's simplest, most reliable, and secure solutions that empower companies to see, show, and share anything online, creating a frictionless path to great experiences in sales, support, and service. The result of Glance visual engagement technology is improved customer satisfaction, long-term customer loyalty, higher service center efficiency, and increased revenue growth. Glance partners include Salesforce, ServiceNow, Moxie, and Docutech. For more information, please go to www.glance.net.

glance | AMERICAN BANKER