ACF | TECHNOLOGIES

• Whitepaper

10 Digital Trends that Every Credit Union Should Explore

Building your **Community**

Credit unions are vital in the financial ecosystem, providing an alternative to traditional banks and affordable services. They promote economic growth in communities, especially underserved regions.

Embracing digital transformation is crucial in the digital age for credit unions to stay competitive. Institutions that are digitally advanced experience **20% higher revenue growth** compared to their counterparts. However, digital prowess is not solely determined by asset size but also by a client-centric mindset and a willingness to embrace change.

To create a comprehensive experience, credit unions must focus on customer, employee, and user experiences. By merging these, credit unions build trust, stronger relationships, increased loyalty, and a thriving community.

Enhancing your member interactions and empowering employees, underpinned with a robust digital banking offering, credit unions are empowered to deliver unparalleled experiences. Adapting with technology to meet shifting customer expectations, and uncover new opportunities, it is essential for credit unions to fully embrace their digital side. Creating a community-centric approach remains crucial for sustained success.

Challenges

Credit unions face unique challenges and opportunities in the digital landscape. Here are a handful of the challenges they encounter:

- Rising digital offering competition from banks and fintech organizations

- Meeting the evolving customer expectations surrounding digital banking

- Evolving and justifying the role of the branch, whilst connecting it to the online experience

Hour

8:00 am - 9:00 am
9:00 am - 10:00 am
10:00 am - 11:00 am
11:00 am - 12:00 pm
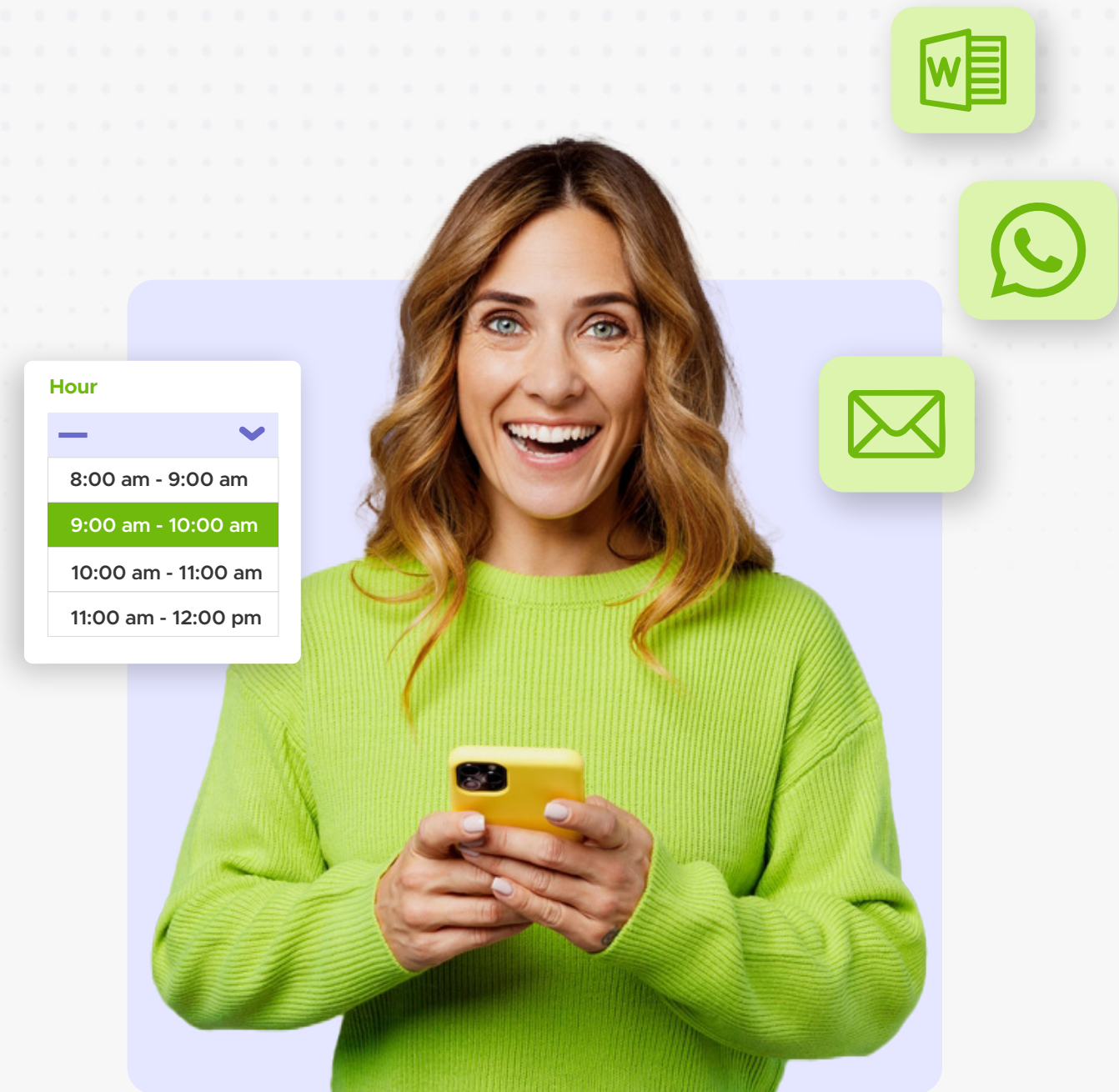
Opportunities

Despite the challenges, credit unions have the following opportunities at-hand:

- Further leverage their branches to enhance their connection to members, using in-branch events

- Unify the experience across the omnichannel, using personal appointments on every channel

Looking ahead, credit unions can harness technology to impact the bottom-line. Here are 2 ways how:

- Increase traffic by shifting customers easily between digital and physical channels

- Increase sales by presenting meaningful data and insights to staff at the right time

Your Customer **Science Formula**

In the ever-changing world of financial services, the realms of customer experience, employee experience, and user experience are merging to create a comprehensive and all-encompassing experience

For credit unions, this means prioritizing both the needs of members and employees. Conceptualized by our very own industry leader, Jose Miguel (VP at ACF Technologies), our Customer Science Formula delves into the transformative power of combining these three elements to deliver an unparalleled Total Experience for a credit union:

ticket
631C
thanks for
your visit!

Martha
12:00 pm - 1:00 pm
Continue

CX **EX** **UX** **TX**

Read the next page to delve deeper

Customer Experience

CX

Encompasses member interactions with the credit union, from account opening to customer support. It should be seamless, personalized, and consistently positive to build trust and satisfaction, nurturing loyalty.

User Experience

UX

Related to digital platforms, is critical as banking transactions move online. The credit union's website, mobile app, and online banking platform should be easy to use, intuitive, and reliable.

Employee Experience

EX

How credit union employees perceive their work environment. Positive experiences lead to higher job satisfaction and more engaged employees, who provide excellent service, reinforcing a positive customer experience.

Total Experience

TX

When customer experience, employee experience, and user experience harmonize, they create a total experience. This forms a solid foundation of trust between the credit union and its members, leading to stronger relationships, increased loyalty that spans generations, and a thriving community.

Video Banking **Banco Industrial**

Challenge

Customers were limited to in-person interactions for services, with appointments only available at the branch. Visitors were experiencing long wait times, had limited communication channels, and services were at inefficient operability.

They also aimed to expand service coverage for customers abroad and provide alternatives for digital natives or those unable to visit branches.

Solution

Banco Industrial revolutionized its branch operations by adding an alternate communication channel: all services are now available remotely via Video Banking, improving efficiency, easing staff stress, enhancing the customer experience, and increasing revenue.services were at inefficient operability. They also aimed to expand service coverage for customers abroad and provide alternatives for digital natives or those unable to visit branches.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

⬆ Communication Channels

⬆ Net Promoter Score

⬆ Service Operability

⬇ Average Wait Time

⬇ No Shows

Tool used   Video Appointments

Virtual Queueing **Davivienda**

Challenge

Offering tailored financial products for agricultural, mining, and energy sectors, Davivienda provides innovative solutions. With 17,000+ employees and 10 million customers, they operate in 725 offices and have 2,600 ATMs across five countries. They aimed to enhance services by reducing waiting times and implementing initiatives for operational transformation.

Solution

Analyzing customer behavior led to streamlined processes, real-time info systems, and optimized staff management for enhanced satisfaction. This project required precise handling to improve processes, personnel, and CX while reducing wait times. Post-implementation, branch performance was monitored, revealing varying behaviors. Using Q-Flow reports, Davivienda set criteria to detect unusual wait times, reducing the average wait time to less than ten minutes.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

⬆ Customer Experience

⬆ Operational Efficiency

⬆ Employee Satisfaction

⬆ Data Utilization

⬇ Service Delivery Time

Tool used   Virtual Queueing

Innovative Spaces
Santander Work Cafe

Challenge

With banking services shifting to digital platforms, physical branches needed to adapt to attract customers. Santander responded by creating innovative spaces that combined banking services with community hubs. The goal was to provide convenience, community engagement, a more personalized banking experience, and streamlined services.

Solution

The transformation led to the launch of an Enterprise Omni-channel ABS, and Virtual Queueing with Q-Flow, at 500+ locations, calendar optimization for 10,000 staff, reduced wait times, improved CX, and a strategic tech partnership lasting over six years. Santander Work Cafes offer modern branch design with free co-working areas, private meeting rooms, and workshops for small businesses. Customers can also access banking services and enjoy a coffee.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

⬆ Personalized Experiences

⬆ Streamline Services

⬆ Customer Relations

⬇ Average Wait Time

⬇ No Shows

Tool used   In-branch Events

Virtual Queuing

Virtual Events **Natwest Business**

Challenge

NatWest Business encountered the task of aiding SME clients in economic uncertainty. They recognized the necessity for inventive solutions to support businesses in staying connected, exploring future opportunities, and tackling obstacles. Events were a crucial communication channel for NatWest Business, providing a platform to reach out to clients and discuss concepts of significance.

Solution

NatWest Business pivoted to Virtual Events to provide continued support and networking opportunities for their SME clients. Virtual seminars, roundtables and conferences were held on various topics. These events not only provided valuable insights and resources for SMEs but also strengthened relationships between NatWest Business and their clients.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

⬆ Client Engagement

⬆ Reach and Accessibility

⬆ Networking Opportunities

⬆ Resource Availability

⬇ Operational Cost

Tool used   Virtual Events

Community Involvement
Simmons Bank

Challenge

Simmons Bank aimed to nurture community engagement and cultivate relationships with current and potential customers. Recognizing the significance of interacting with the community, they have a history of partnering with financial institutions that echo Simmons Bank's dedication to exceptional customer service and local community support.

Solution

The partnerships helped them improve financial services for customers and offer volunteering opportunities for employees. These efforts strengthened customer relations and showed the bank's commitment to social responsibility. Simmons Bank has donated over 200K to Junior Achievement, providing life skills and financial education. They collaborate with local organizations to show their dedication to community engagement and making a positive impact beyond banking services.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

↑ Community Relations

↑ Employee Engagement

↑ Local Development

↑ Customer Base

↓ Financial Illiteracy

Tool used   Community Events

Ai Chatbots **UOB (SINGAPORE)**   ⟁ **UOB**

Challenge

The bank noted the shift in client expectations towards seamless digital banking. The bank faced pressure from tech-savvy customers seeking 24/7 access, personalized solutions, and strong security. UOB also saw more international clients and younger demographics favoring digital interactions. To stay competitive, UOB started its digital transformation to meet diverse customer needs and maintain high service standards.

Solution

UOB addressed accessibility by a mobile app, online platforms, and an AI chatbot for support. For international clients, multi-language support and user-friendly interfaces were introduced. Real-time transactions and digital account management enabled customers to fulfill financial needs remotely, showcasing UOB's commitment to accessible banking for all clients.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

⬆ Accessibility

⬆ Customer Satisfaction

⬆ Efficiency of Transactions

⬆ Market Reach

⬇ Security Breaches

Tool used   AI chatbot

Green Solutions **TRIODOS**

Challenge

Triodos Bank is a pioneer in sustainable banking, offering ethical and transparent financial services to individuals, businesses, and charities. With a mission to make money work for positive societal and environmental impact, they faced the challenge of expanding their customer base while staying true to their values.

Solution

Triodos launched innovative green solutions such as green mortgages, which incentivize environmentally friendly home improvements, and sustainable investment opportunities for their customers. They also utilize technology, via tools such as Virtual Events and an online Impact Report, to transparently showcase the positive impact of their customers' money. Through these initiatives, Triodos has not only expanded its customer base but also strengthened its reputation as a socially responsible bank.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

↑ Customer Base

↑ Brand Reputiation

↑ Customer Loyalty

↓ Operational Costs

↓ Market Exclusion

Tool used   Green Mortgages

BPM **Promerica Bank**

Challenge

Triodos Bank is a pioneer in sustainable banking, offering ethical and transparent financial services to individuals, businesses, and charities. With a mission to make money work for positive societal and environmental impact, they faced the challenge of expanding their customer base while staying true to their values.

Solution

Triodos launched innovative green solutions such as green mortgages, which incentivize environmentally friendly home improvements, and sustainable investment opportunities for their customers. They also utilize technology, via tools such as Virtual Events and an online Impact Report, to transparently showcase the positive impact of their customers' money. Through these initiatives, Triodos has not only expanded its customer base but also strengthened its reputation as a socially responsible bank.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

↑ Communication Channels

↑ Employee Experience

↑ Service Operability

↓ Average Wait Time

↓ No Shows

Tool used

Business Process Management

Metaverse Caixa Bank

Challenge

Recognizing the need to innovate, Caixa Bank observed consumer behavior trends and technological advancements. Seeing the potential of the metaverse in banking with the rise of digital engagement and VR platforms, they prioritized establishing a presence there. Younger demographics, especially, embraced virtual spaces for socializing, entertainment, and commerce. To meet the standards of a tech-savvy generation and remain competitive, they aimed to offer innovative financial services and position itself as a forward-thinking institution in digital banking.

Solution

The metaverse and Virtual Events allows users to interact with services and products in a digital environment, enabling them to reach a wider audience, build brand awareness, and offer a convenient and personalized CX. The virtual branch also serves as a space for events and community engagement, further strengthening presence in the metaverse.

Areas of Improvement

Customer Experience (CX)   Employee Experience (EX)   User Experience (UX)

Benefits

↑ Younger Demographics

↑ Customer Experience

↑ Engagement Platform

↓ Operational Cost

↓ Branch Traffic

Tool used   Virtual Events

Data **Security**

Robust security through single tenancy allows organizations to tailor and control security measures according to their specific needs, ensuring a dedicated and compliant setup with flexibility in aligning with industry standards.

Strategic Partnerships

- **Partners:** Use trusted entities like Azure
- **Benefits:** Enhanced security systems

Documentation And Review Security

- **Practices:** Documentation and continuous review
- **Ensures:** Compliance and Business Continuity

Security Hardening With Azure

- **Leveraging:** Hardening best-practices
- **Purpose:** Fortify against cyber threats

Strategic Partnerships

- **Accreditation:** SOC2
- **Why:** Confirms skills of data management
- **Validation:** 3rd party validation is crucial

Proactive Testing

- **Testing:** Regular testing by certified hackers
- **Purpose:** Identify vulnerabilities and rectify
- **Frequency:** Upon each software release

In Conclusion...

As we navigate through an era of rapid digitalization and evolving customer expectations, the banking sector's landscape is transforming. **The case studies highlight the power of innovation and adaptability.**

From Santander's community-centric Work Cafes to CaixaBank's pioneering virtual branch in the metaverse, these organizations demonstrate that by embracing technology and focusing on customer experience, credit unions can thrive in this dynamic environment.

By investing in digital transformation, promoting sustainability, and revamping traditional banking models, these institutions have not only enhanced operational efficiencies but also fostered stronger relationships with their customers.

As financial institutions continue to chart their paths forward, it becomes evident that the integration of innovative solutions and personalized services will be instrumental in shaping the future of banking-where inclusion, convenience, and sustainability are not just aspirations, but realities embedded in every transaction.

![ACF | TECHNOLOGIES]

Contact Us

www.acftechnologies.com