

INTEGRATING E-SOLUTIONS TO ENHANCE PROFITABILITY AND MEMBER EXPERIENCE

The financial industry learned quickly that Internet Banking was not going to be a stand-alone profit center, nor would this channel siphon off the expensive-to-serve member activity from the branches and other channels. To the contrary, TowerGroup confirmed through their research last year that the branch continues to be the preferred channel.

The result is a situation at most credit unions in which members use multiple channels and have a fragmented service experience. Because few credit unions have fully integrated delivery channels, members experience inconsistent information, inconsistent transaction capabilities, and inconsistent service levels.

Employees are frustrated also since they do not have a 360° view of the member. They suffer from a lack of visibility of member offers in other channels and the lack of response from inappropriate marketing offers and this leads to inefficient use of people.

Most credit unions now recognize the retail branch as the center of a multi-channel strategy. And that member knowledge and branch activity must be integrated with activity from all other channels in order for the Internet Channel to reach its potential. Only in a fully integrated multi-channel environment can the Internet Channel work synergistically to support the activity in the branches.

In conjunction with HP, we have developed OpenBank, which provides an industry-leading multi-channel integration capability. The result is consistent real-time information and high service levels through aided and member-initiated channels. Other benefits include:

- Empower employees to deliver the integrated member focus that leads to market/wallet-share advantage
- Supports affordable solutions that deliver lasting value through simplicity, ease of management, and the flexibility to integrate with existing systems
- Improves member view and segmentation leading to effective campaign development and management
- Improves market responsiveness for new products & services
- Provides near real-time visibility into key business events and performance indicators

As this work progresses, CUs will be able to truly leverage all their delivery channels, including the Web.



Warren Lewis is the Managing Director for Banking within Microsoft's Enterprise Solutions Group, his focus is to work with partners to develop intermediate and long-term strategies and programs to help the financial services industry use technology to better serve their members/customers, employees and other stakeholders. Warren is a 20-year veteran of the financial services industry. He has held executive positions at Bank of America and US Bancorp, and was co-founder of a state-chartered commercial bank in Washington State. His experience includes management of product and delivery systems development, regional branch networks, credit card, debit card and indirect lending programs, ATM and other electronic banking services, marketing services and strategic planning. Warren also spent a number of years serving the credit union movement as part of the Washington Credit Union League and LSI team. In that role, he developed a shared branching system and a cooperative indirect lending program on the Web.