

Online Banking.... Catering to Your Most Desirable Members

We see online functionality for credit unions moving from a servicing platform to a full-fledged selling channel. This requires that credit unions provide an interface that is similar to other experiences savvy consumers are used to, such as Amazon.com or eBay. This means a media-like interface that allows members to visualize product properties such as interest rates, balances and due dates; behaviors like fees, automatic withdrawals and deposits; and relationships to other products like overdraft protection, loyalty rewards and more. This new interface would include rich visualizations and modeling to allow members to investigate new products and services in "what if" scenarios. Ultimately, we believe that seamless inclusion of video, data and real-time communications on the web can revolutionize the way people do business with financial institutions.

In terms of integrating touchpoints, any credit union that is exposing their common services using techniques like SOA will enable a wide range of cross cutting capabilities. For instance, a couple of obvious integration points stand out, like taking abandoned account opening sessions online and pushing them into the credit union's lead system can create new opportunities to reach out to members who get stuck or distracted in the buying process. Additionally, features like awareness of a member's activities online in the branch and call center will reinforce that the credit union actually knows what the member is doing and not doing things like offering products they have already turned down online once again. Having knowledge of member presence online for call center representatives also introduces a new channel for collaboration for problem solving and information exchange like troubleshooting.

Here at Microsoft, we offer technology that can deliver the next generation of online banking experience to the PC, TV and mobile experience with Silverlight. Silverlight is a platform for building and delivering cross-platform next-generation web experiences built using the Microsoft's .NET Framework and accompanied with a rich set of tools to bring together interactive web applications. Along with Microsoft's consumer-facing Live platform, including instant messaging, social networking, live mapping and secure authentication, Microsoft provides a clear path forward to the next generation of technologies in the online arena.



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