How to Market to Digital Zombies!

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BRAND EXPERIENCE DRIVES LOYALTY

WHAT IS THE ROLE OF SMARTPHONES?

KEY RESEARCH QUESTIONS

- What are the key behaviors of consumers using smartphones?

- How do these behaviors impact the banking industry across the various channels?

- What can financial institutions do to capitalize on the Mobile Zombie Generation?

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WHAT ARE THE KEY BEHAVIORS OF CONSUMERS USING SMARTPHONES?

91% OWN A SMART PHONE VERSUS 75% FOR TABLETS.

65% SPEND TWO OR MORE HOURS A DAY ON THEIR SMARTPHONES VERSUS ONLY 31% ON TABLETS.

79% USE THEIR SMARTPHONE TO READ OR TEXT WHILE DRIVING A CAR OR RIDING A BICYCLE.

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68% USE THEIR SMARTPHONES WHEN CROSSING A STREET OR WALKING.

Top activities performed at least once a day with their smartphones:

- **96%** Text messaging
- **88%** Getting directions or emailing
- **86%** Searching on the internet or social networking

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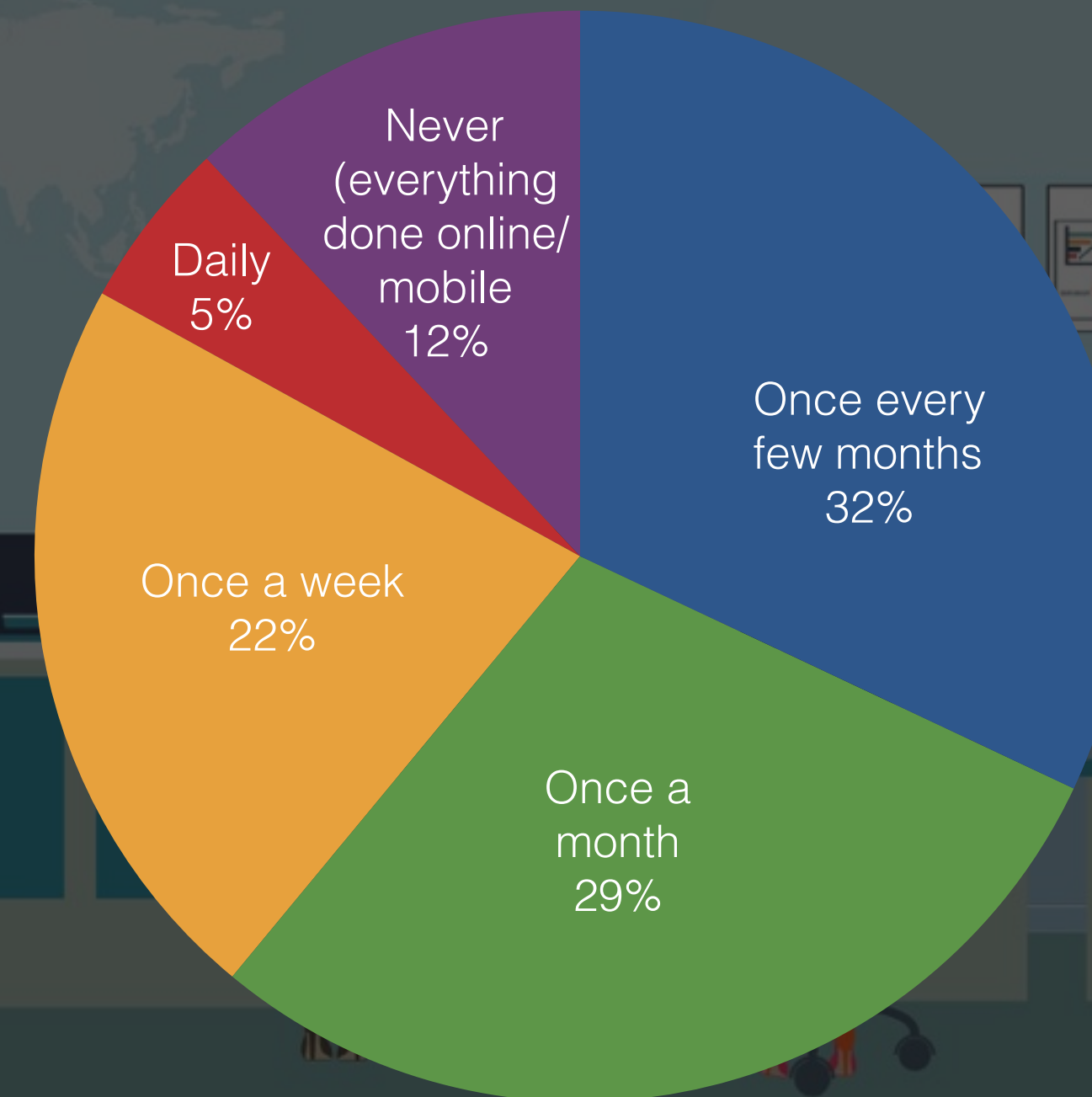
HOW DO THESE BEHAVIORS IMPACT THE BANKING INDUSTRY ACROSS THE VARIOUS CHANNELS?

20% OF MILLENNIALS VISIT A BRANCH AT LEAST ONCE A WEEK

20%

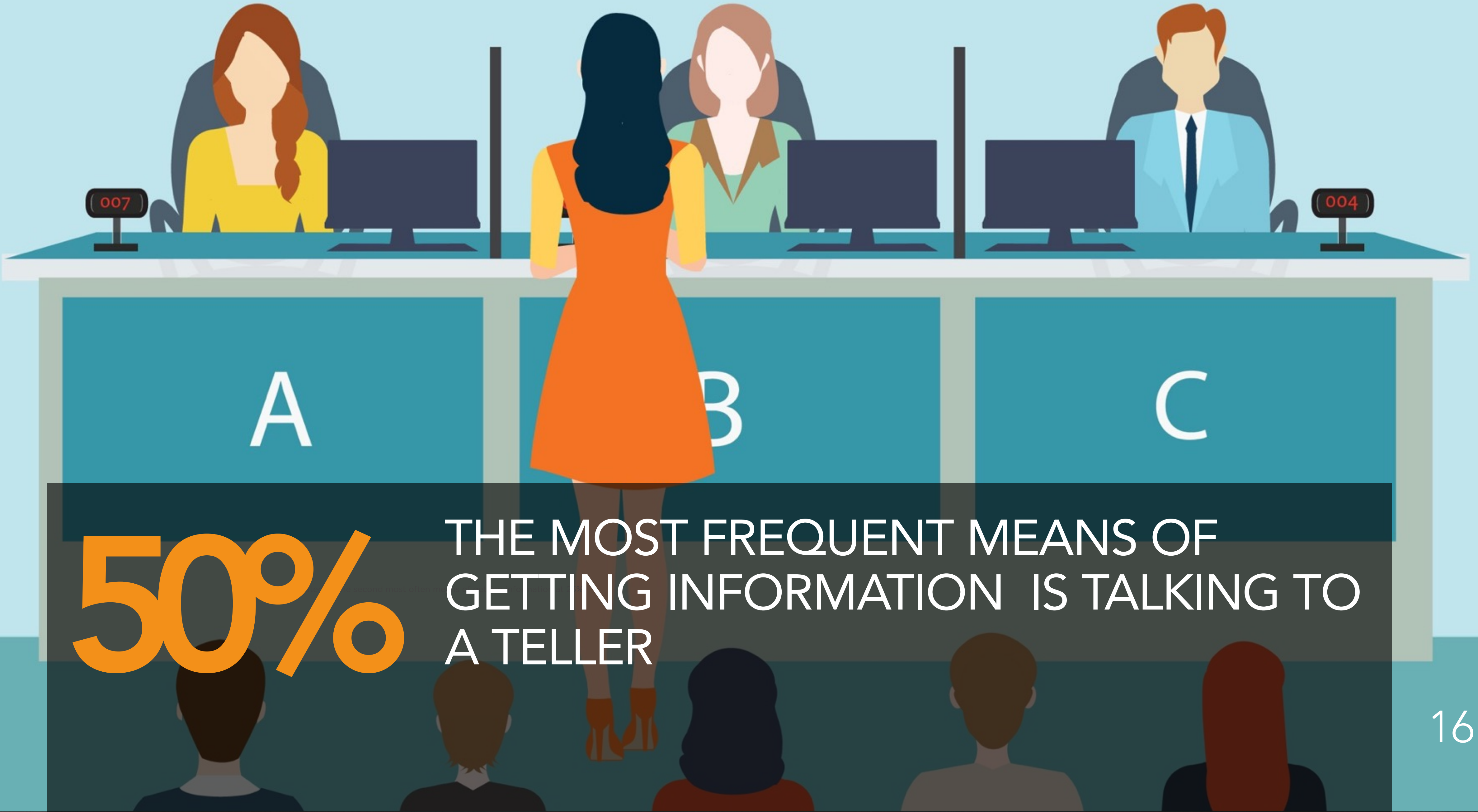Never (everything done online/ mobile 12%

Daily 5%

Once every few months 32%

Once a week 22%

Once a month 29%

40% OF MILLENNIALS CONDUCT MOBILE BANKING AT LEAST ONCE A DAY

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24% OF RESPONDENTS RANK AN INTERACTION WITH A TELLER AS THEIR TOP CHOICE TO DO THEIR BANKING

50% THE MOST FREQUENT MEANS OF GETTING INFORMATION IS TALKING TO A TELLER

OTHER SOURCE OF GETTING INFORMATION

CUSTOMER SMARTPHONE	IN-STORE BROCHURES	IN-STORE POSTERS	DIGITAL SIGNS
25%	9%	8%	8%

SMARTPHONE USE WHILE IN A BRANCH

CHECKING ACCOUNT

TEXTING

CHECKING EMAILS

33%

27%

22%

WHAT CAN FINANCIAL INSTITUTIONS DO TO CAPITALIZE ON THE MOBILE ZOMBIE GENERATION?

SMARTPHONE PRODUCTIVITY DESIRES

HAVE MY QUESTIONS ANSWERED

ABILITY TO SPEED UP THE PROCESS BY COMPLETING FORMS

DOWNLOADING BANKING APPS

55%

38%

38%

GETTING ATTENTION FROM CUSTOMERS SMARTPHONE

TELLER CALLING OUT MY NAME
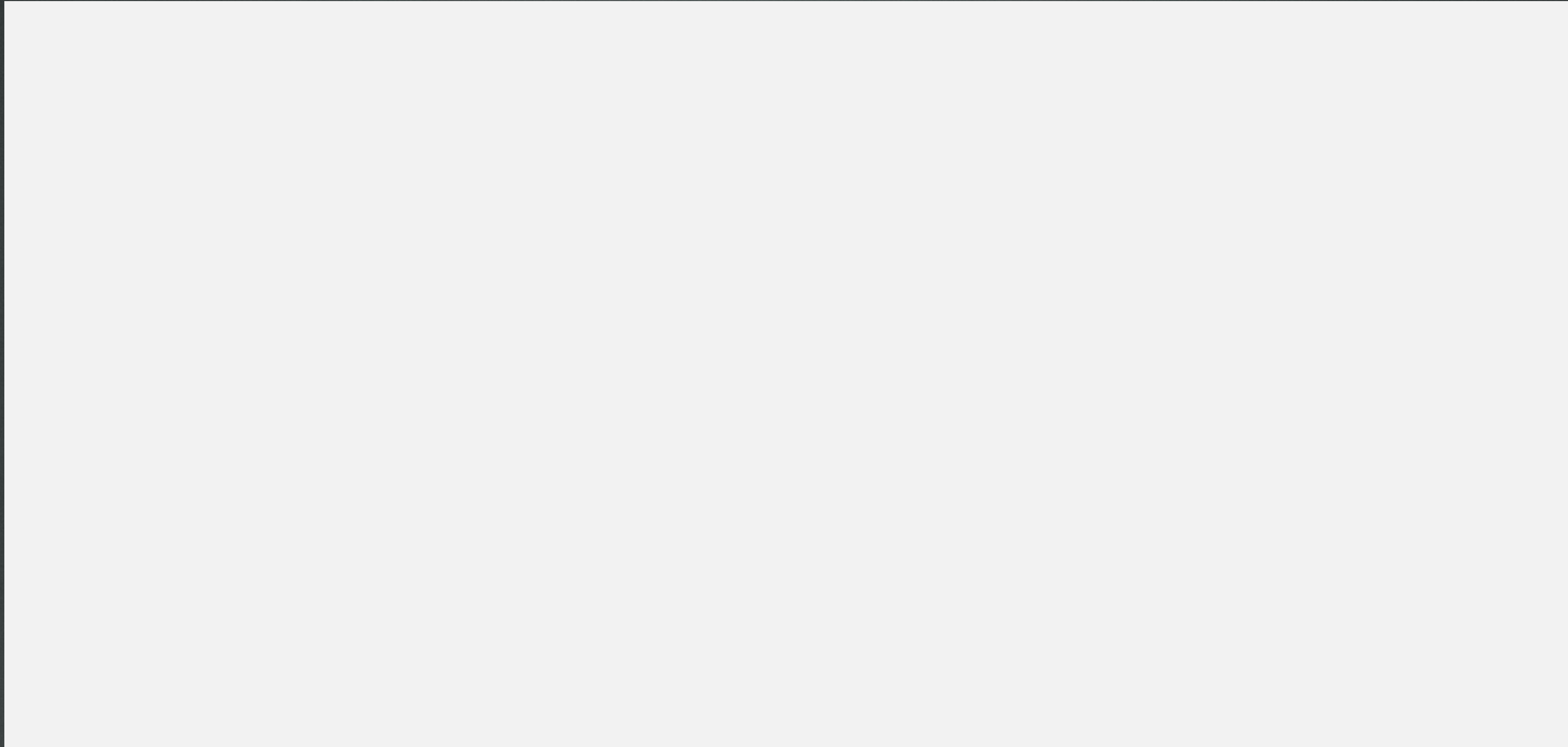
GREETER MEETING ME

LARGE MULTI-SCREEN DISPLAY

81%

71%

65%

21

POTENTIAL BENEFITS OF VIRTUAL REALITY GOOGLES

81%

- Virtual assistant
- Relaxing outdoor setting

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PUTTING INSIGHTS INTO ACTION

THE ENGAGEMENT JOURNEY

Attract
- Lobby areas
- Vestibule
- Exterior window areas
- Drive-thru

Transact
- Universal Banker stations
- Drive-thru
- ATM and VATM areas
- Manager's office

Retain
- Waiting areas
- Meeting rooms
- Vault area

ATTRACT

- ICONIC EXTERIOR
- INVITING AND OPEN
- CONTEMPORARY

ATTRACT

- DIFFERENTIATED
- HIGHLY ACCESSIBLE AND VISIBLE
- INTERACTIVE AND ENGAGING

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TRANSACT

- UNIVERSAL BANKERS
- LOBBY GREETER AND MANAGEMENT

TRANSACT

- VIDEO ATM INTEGRATION AT DRIVE-THRU AND BRANCH INTERIOR

RETAIN

- INTERACTIVE AND COMFORTABLE
- OPEN SIGHTLINES
- INTUITIVE

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RETAIN

- DIGITAL MEETING ROOMS
- VISIBLE VAULT AREA

STAFF MATTERS

Rethink the role of the greeter and teller.

STAFF MATTERS
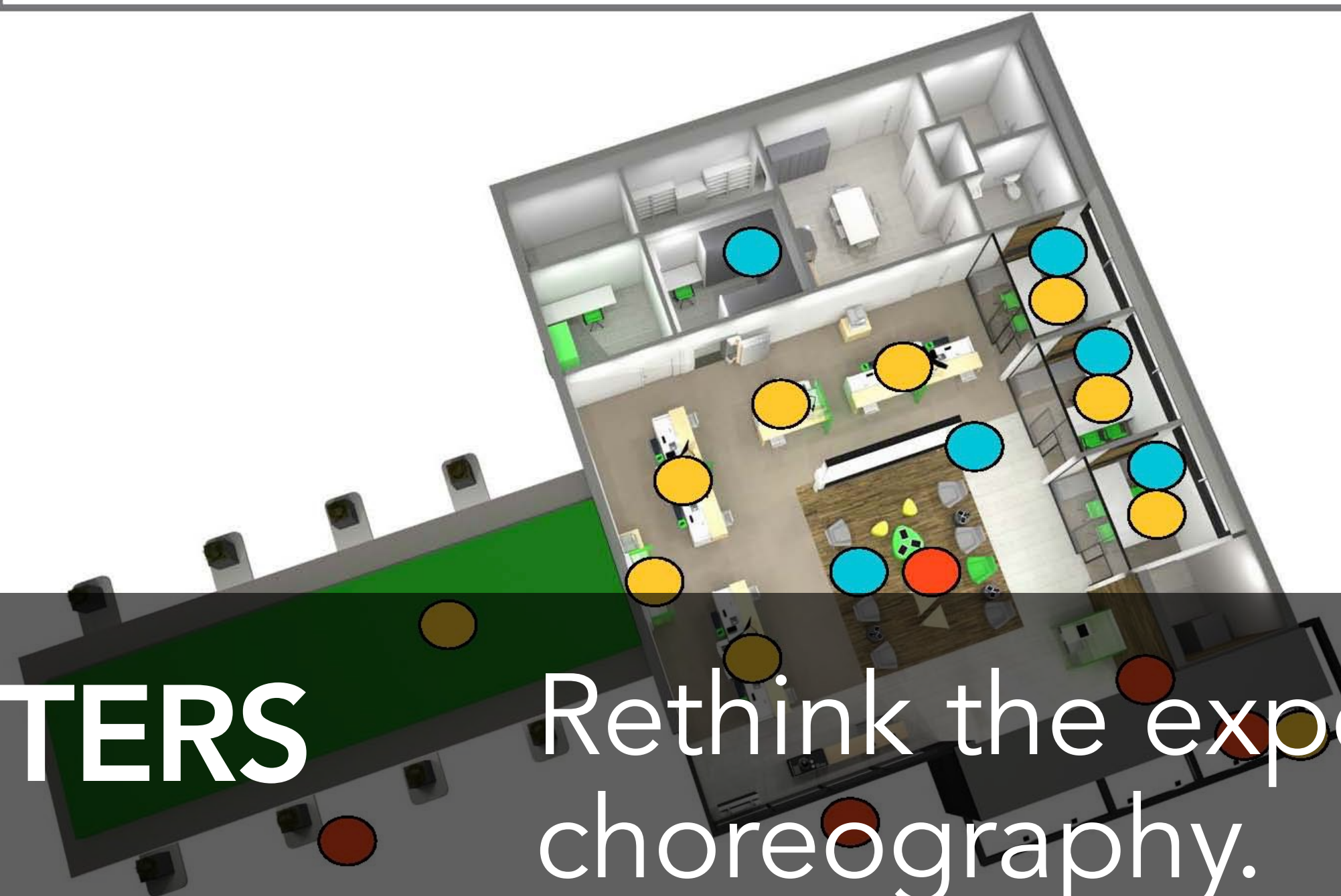
Rethink the experience choreography.

LEVERAGE MOBILE APPS TO ELIMINATE FRICTION POINTS

Determine how busy the branch is prior to a visit, self-check into a queue, receive information while they wait.

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GO BIG ON DIGITAL SIGNING

Leverage scale to drive visual impact and attention.

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The Digital Path-To-Purchase

INTRODUCE VIRTUAL ASSISTANTS

Leverage Video ATM technology and continue to build virtual access to knowledge.

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LEVERAGE HEALTH MONITORING BEHAVIORS

Health and finance are directly linked and can be leveraged to bring attention to products and services.

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Action List

- Staff matter
- Leverage mobile apps to eliminate friction points
- Go big on digital
- Explore virtual assistants
- Leverage self-monitoring behavior

THANK YOU