



Webinar

Digitizing Sales:

How Digital Technologies Will Replace or Support Offline Sales

Overview

Community financial institutions (FIs) are looking to digital account opening (DAO) for deposit growth. Many plan DAO additions or replacements and are considering fintech partnerships. However, by only focusing on DAO to be the driver of deposit growth, many FIs will be disappointed. More is required: a strategic effort to digitize sales.

Context

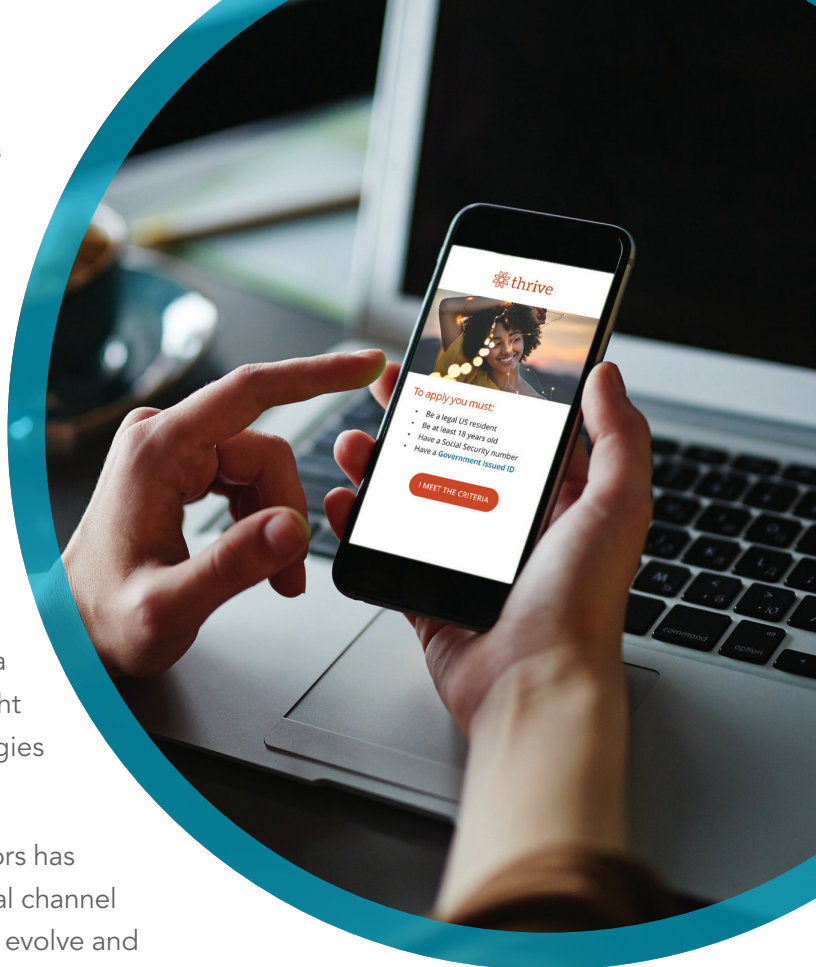
Q2 and Cornerstone Advisors presented an ABA webinar entitled, *Digitizing Sales: How Digital Technologies Will Replace or Support Offline Sales*. An informative discussion ensued as to how an FI could increase sales in the age of digital banking. Attendees learned that while digital technologies will play a prominent role in digitizing sales, more is required, such as digital sales aligned to the customer journey, fintech partnership options, and the rethinking of DAO to be more about the onboarding experience and “getting digital.”

Key Takeaways

Digital account opening (DAO) has played an increasingly important role at financial institutions (FIs) seeking growth. According to Cornerstone Advisors, nearly four in 10 mid-size banks and credit unions plan to modify or improve their existing DAO systems in 2019, and another 36 percent plan to add a new or replacement system—marking the third straight year that DAO has been among the top five technologies for new selection or replacement.

Along with its assessment of DAO, Cornerstone Advisors has taken a deeper look at what will drive sales in the digital channel and finds that a more strategic approach is required to evolve and maximize digital sales. While the decline of the physical branch has attributed to declines in sales, inadequate digital sales processes need to be remedied.

Even for banks that offer online sales capabilities, many have websites that aren't mobile-responsive. Many contain little more than unfriendly compliance forms or rely upon physical branches for fulfillment. If customers don't complete the entire process, proactive follow-up from the bank is the exception, not the rule.



Emerging Best Practices in Digital Sales

Cornerstone Advisors points out that while the tools for digital banking sales are available, there are few established best practices to guide digital sales growth. However, they are emerging, based on Cornerstone's recent research and experiences. Today—at every stage of a customer journey—there are best practices that can be applied to help deposit growth. Some are presented here:

Digital Sales and the Customer Journey Best practices



Awareness

Drive customers to be aware of their need, including through site partners and influencers.

Consideration

Leverage experiences and testimonials and highly engaging personalized content like unique landing pages, videos, webinars, and blogs with the use of promo codes.

Purchase

Know the source and provide quick pre-fills, easy immediate funding, disclosures that educate, and an all-digital shopping cart type experience.

Onboarding

Quickly migrate new customers into the servicing pipeline and then leverage relationships to cross-sell products.

Retention

Manage renewals and block competition to proactively maintain customer relationships.

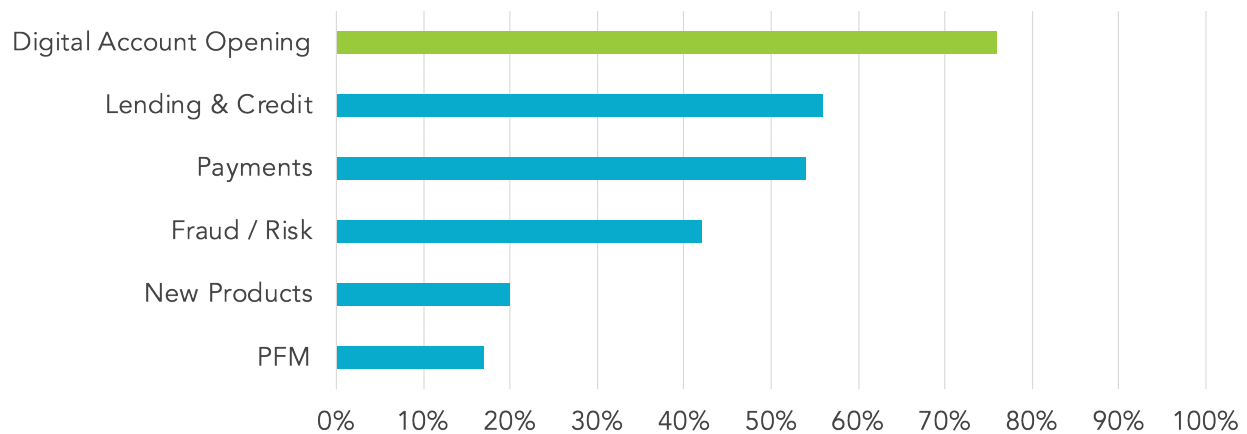
Advocacy

Leverage data to feed the marketing pipeline for the next customer entering "awareness."

Fintech Partnerships

New technology will play a prominent role in digitizing sales. This fact has led to high concern among bank executives that staff and/or capability aren't in place to bring new technology to their institutions. Consequently, growing numbers of executives are placing great importance on fintech partnerships to help. Cornerstone Advisors has found that well over 70 percent of FI executives are looking to fintech partnerships to meet their DAO requirements.

FI Execs Looking for Fintech Partnerships



From Cornerstone Advisor's What's Going On in Banking 2019 survey

The Importance of Onboarding for Effective Digital Sales

Along with digital sales best practices aligned with the customer journey and fintech partnerships, Cornerstone Advisors emphasizes the importance of onboarding in not only delivering DAO but opening cross-sell opportunities and revenue growth. Cornerstone Director Tim Daley stresses that onboarding is no longer just "opening the account"—it's also about the experience of "getting digital." The process is straightforward: Onboard "customers to their accounts, online banking and e-statements, and get them down the road" with fulfillment, payment streams, and engagement.

Granted there may be numerous handoffs between different systems, but the technologies are in place to help create a much smoother process. The Q2 Gro Sales and Marketing Platform, for one, delivers flexible integration with existing system and service providers—including interchange with cores, risk tools, funding, and more.

Cornerstone Advisors' Sam Kilmer and Ron Shevlin find that a digital-first culture is needed for FI success. This culture is possible by building a mindset focused on:

- Journey mapping
- Front-to-back design thinking
- Test and learn discipline

Biographies



Sam Kilmer

Senior Director, Cornerstone Advisors

Sam Kilmer leads advisory efforts for fintech, vendors, and investors at Cornerstone Advisors with leadership of projects at the industry's top four core providers and three of the top five providers of digital, lending, and payments. He also is a contributor to various industry publications and is a nationally known and sought-after speaker, presenting at Finovate and Financial Brand events.



Ron Shevlin

Research Director, Cornerstone Advisors

Ron Shevlin leads Cornerstone Advisors' strategic research efforts, including commissioned research, the Insight Vault service, and the *Cornerstone Performance Report*. His experience includes research and consulting for Aite Group, Forrester Research, and KPMG. Besides being the author of *Smarter Bank*, a best-selling book on Amazon, Ron is a nationally sought-after speaker, presenting at Finovate, Financial Brand, and Breaking Banks events. He holds an MBA from the University of Texas and a bachelor's degree in Economics from SUNY Binghamton University.

For more information on Q2, go to Q2ebanking.com or call (833) 444-3469.