

How Financial Institutions Grow Profitable and Loyal Customer Relationships



Accelerate **customer-centered** innovation from
account opening to **onboarding** and **beyond**
on the Salesforce platform.

“Never give up.

Almost nothing works the first time it's attempted. Just because what you're doing does not seem to be working, doesn't mean it won't work. It just means that it might not work the way you're doing it. If it was easy, everyone would be doing it, and you wouldn't have an opportunity. ”

Bob Parsons

Founder
GoDaddy

This advice is number two on Bob Parsons' **16 Rules of Success**. Parsons is an entrepreneur, billionaire, and philanthropist best known for founding GoDaddy, so we think he knows a thing or two about success.

Parson's rules came out many years ago, but we believe his Never Give Up rule still applies to what we see every day with Silverline's financial services clients. They are in a never-ending uphill battle to drive profitable and loyal customer relationships, and what many of them are doing right now to gain customers is not working, especially in the current challenging financial landscape.

Financial institutions must shift away from the years of complexity that have slowed down their innovation initiatives. They need to focus on creating customer journeys across the sales funnel that offer modern account opening and onboarding experiences if they want to transform their customers' experience, enhance operational efficiencies, and drive ROI.



A \$20 trillion opportunity

“ Ambitious banks can break free from stagnant valuations, thrive, and grow if they are willing to embrace the platforms of the future and make a few strategic, informed big bets...banks that successfully manage this transition will become bigger and more profitable and grow faster while leading to a value creation opportunity of up to \$20 trillion.

The banks that successfully manage the coming transition will use tech and data to embed themselves deeper into customers' lives with real-time services that were unimaginable just a few short years ago. ”

“The Future of Banks: A \$20 trillion breakup opportunity”

McKinsey & Company
McKinsey Quarterly



Decades of economic uncertainty: More complexity, less innovation

The market perception is that we're in a financial crisis with a high level of economic uncertainty that likely won't change any time soon. This grim financial landscape is causing banks to face challenges with revenue growth and NIM expansion, specialization at scale, and competitive threats.

Every bank is fighting for deposits and trying to figure out how to optimize elasticity models to decipher what will resonate with which customer segments. Many are failing to meet their customers' high expectations, as the numbers show:

Hybrid engagement

78% of customers use **multiple channels** to start and complete an engagement – increasing a bank's cost to serve and limiting the ability to create a seamless experience.

Financial wellness

Less than 25% of consumers rely on their bank for **financial education**. This insight is likely due to banks not necessarily knowing their consumers' preferences for how they want to interact with the organization.

Simplified architecture

568 is a bank's **average number of IT applications**. Banks must reduce this number to ensure an agile environment with less complexity, stop disparate silos of data, and prevent an increasing total cost of ownership.

Source: Salesforce State of the Connected Customer 5th edition 2022, Salesforce The Future of Financial Services 2022

Despite the harsh reality of these numbers, efforts by financial institutions to transform and innovate are being met with roadblocks. Challenges remain because decades of a culture of complexity have built up, causing innovation to slow down. This complexity is the leading cause of expensive operations and poor experiences across financial institutions.

How Five Star Bank leverages Slack for its banking service business

Five Star Bank is a regional community bank with 49 branches and about \$6 billion in assets. Five Star Bank is one of the few financial institutions leveraging Slack. The bank uses Slack for its banking service business, where it works with fintechs and non-bank financials to offer financial products and services to their customers.

Slack has been so impactful in connecting Five Star Bank with its partners that it is looking to take those use cases and bring them to other bank areas, such as the commercial onboarding process.

“ When I think about cross-sell or upsell opportunities, it's how do I bring the full power of the franchise to the table? Really the ability for us is through Slack. We can now create a great seamless process for our customer-dedicated channels. It's another way to be efficient within the organization, but also it's a way to be more commercial and deepen relationships, especially right now. ”

Sean Willett

Chief Administrative Officer
Five Star Bank

Connect 3 significant customer journeys to achieve customer growth and loyalty

To accelerate customer-centered innovation and grow revenue with trusted relationships throughout the customer lifecycle, financial institutions should center their efforts on three customer journeys:

Create modern onboarding experiences

Half of financial institutions are not actively engaged in digital onboarding activities, resulting in poor customer experience and reduced onboarding results. But banks that do stay attuned to customer expectations are seeing tremendous growth. According to a Cornerstone Report, digital banks grew by 67% in the first half of 2020, with the percentage of new deposit accounts opened with digital banks growing threefold from 6% in 2017 to 18%.

Scale with services that customers will love

To create better experiences for customers, banks must concentrate on a service transformation effort that drives efficiency and growth and reduces the cost to serve. This is done by delivering intuitive, omnichannel service that empowers customers and employees with AI-powered automation that unifies data and rules from systems across the bank and streamlines complex regulatory processes, allowing you to scale faster with actionable insights.

Deliver personalized advice and guidance

Client preferences, solutions, and needs change as they move through the customer lifecycle. Without visibility into customer engagement, it'll be impossible to know what to do next, and what potential revenue opportunities you have. As you start to engage with a member or client, 360-degree data can give you the ability to watch the engagement in real-time and bring the rest of the organization to the table, knowing what normal behavior looks like for a certain member and what signals they may make to indicate they're ready for more — or having a problem that needs to be addressed.

67% Digital bank growth

Growth of new deposit accounts from 2017 to 2020

3x

Source: Cornerstone Report

By connecting these three journeys on the Salesforce platform, financial institutions can drive productivity with automation, power engagement with real-time data, reduce risk with built-in regulatory compliance, and ultimately expedite innovation.

Digital Account Opening Accelerator:

Transform the customer experience with highly automated and compliant onboarding

Behind the numbers

70%

of banks and credit unions are citing deposit products as a high priority for 2023, fighting the increasing cost of funds for lending

Up to **15%**

greater acceptance rates and

20-40%

reduction in credit loss due to better decisioning models

40%

of digital checking account applications are abandoned before completion

Source: Cornerstone Report

Let's dive deeper into the customer onboarding experience journey and how you can create highly automated and compliant experiences with Salesforce.

Why is it imperative to provide customers with a smooth onboarding experience? Because we are seeing areas of friction around the onboarding moments that matter:

- o **Application submission and processing**

Application submission and processing is typically an inconsistent, disconnected, and manual process for both the applicant and a bank's staff. It may take just one frustration with uploading a document for an applicant not to open an account.

- o **KYC / KYB / AML identity verification**

There is a need to validate that a customer is who they say they are, but opening up a digital application can introduce easier access for fraudulent actors if proper compliance and verification steps are not followed.

- o **Decisioning**

Gathering appropriate information about your applicants, pulling in other data sources, and having a strong decision model are critical for efficient decisioning and showing that you value quality customers.

To ease these moments that matter, Silverline has built a solution called the **Digital Account Opening (DAO) Accelerator**, which is a fully automated, end-to-end digital account opening workflow built atop Salesforce Flow for Financial Services Cloud. The Accelerator was built with these digital accounting opening considerations in mind:

- o **Real-time booking to core** provides customer stickiness
- o **Continuity with branding** and look and feel between UIs and portal versus online banking
- o Customer account, application, and opportunity are **visible and accessible** to the entire banking team
- o **Measurable ROI** because of reduced operational costs and time from manual review
- o **Productized integrations** and licensing to DocuSign, Alloy, and Plaid eliminate the need for manual intervention of back-office staff. Alloy is a KYC, AML platform developed to streamline financial institutions' onboarding processes for organizations utilizing Salesforce. Plaid is a funding platform to move funds from one financial institution to another to seed funding after initial account origination.



Silverline success story: Innovating the account opening process

Silverline recently worked with a northeastern U.S. bank to innovate its account opening process with Financial Services Cloud. The bank has 200 branch locations and around \$30 billion in assets, and it was time to streamline a process that had been done a certain way for a very long time. Team members had to use three different systems to open an account, bouncing between customer due diligence, the account opening system, and their CRM.

It took approximately 45 minutes for a customer to open an account in a face-to-face environment, which was challenging when the bank had an online application that a customer could complete in minutes. With their Financial Services Cloud capabilities, the bank has taken this time-consuming process down from 45 minutes to about 20 minutes in a face-to-face environment and is providing its customers with an improved account opening experience.

“ Never stop investing. Never stop improving. Never stop doing something new. The moment you stop improving your organization, it starts to die. Make it your goal to be better each and every day, in some small way. Small daily improvements eventually result in huge advantages. ”

Bob Parsons

Founder
GoDaddy

This is number 7 on Parsons' *16 Rules of Success*, and it's especially important for banks on their digital transformation journeys. Keep investing and improving your Salesforce instance with a focus on the three critical customer journeys. All those improvements will add up to growing profitable and loyal customer relationships.

The Silverline Financial Services team will help you design transformational experiences for your customers while seamlessly integrating with the core systems that are critical to your organization. Our experts have decades of real-world experience across the financial services industry, and can work with you to tailor a Salesforce solution for your bank's current and future needs.



As part of Mphasis, Silverline creates rewarding experiences for our team, our clients, and the world we live in. We tailor digital transformation solutions to meet your current and future needs. Our team leverages insight acquired through 10+ years in the business and thousands of engagements, along with real-world expertise gained across the Financial Services industry, including: banks and credit unions, mortgage companies, wealth management firms, investment banks, hedge funds, and insurance companies. From strategy and implementation to managed services, we guide clients through every phase of their journey — enabling continuous value with the Salesforce platform. Silverline also offers CalendarAnything, a popular scheduling application on the AppExchange, as well as industry-proven accelerators.

To learn more visit: <https://silverlinecrm.com/financial-services/>