

Online Banking.... Embraced by Customers - The Next Steps

Security continues to be one of the biggest inhibitors to the online banking population particularly for the more mature banking population. However, due to the rapid evolution of the user mix between Gen X, Gen Y and this population, the 50% household usage barrier will be penetrated significantly over the next 5-10 years given these populations are much more trusting of the online channel and are rapid adopters of technology.

To help drive this increased adoption, FIs should focus on creating simple, easy to use, yet dynamic experiences for their customers whereby they are providing the most relevant information and services coupled with contextual assistance and advice when necessary. The interaction should be proactive, and highly visual so that the customer has a perception that they are personally connected with the FI and that they are in a trusted partnership with the institution as they interact whether the experience is for a service request or a new account application.

In regards to targeting the younger generation, FIs must remember that they are very fickle and demand instant access, rapid feedback and also like to be rewarded for their business. Plus they are very social, collaborative and technically savvy. This will create an opportunity for innovative FIs to use technology to address these needs through mobile devices and loyalty programs, providing flexible payment capabilities and by creating online communities such as blogging to assist with product selection and for advice.

By working with the Microsoft platform and our partners, our customers are seeing significant improvements in time to market and the ability to deliver a more flexible, real life online experience whether that experience occurs through the Web, a Smartphone or a Windows Media center in the home. This enables them to attract new customers, retain and extend the relationships of existing customers while enhancing profitability and loyalty. It also provides the technology platform for future capabilities which will address the emerging demands of the next generation of online users.



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