

The Rise of

MOBILE BANKING

MOBILE IN THE BANKING LIFECYCLE



TODAY'S MOBILE BANKING CUSTOMER



HOW BEST-IN-CLASS BANKS ARE LEVERAGING MOBILE

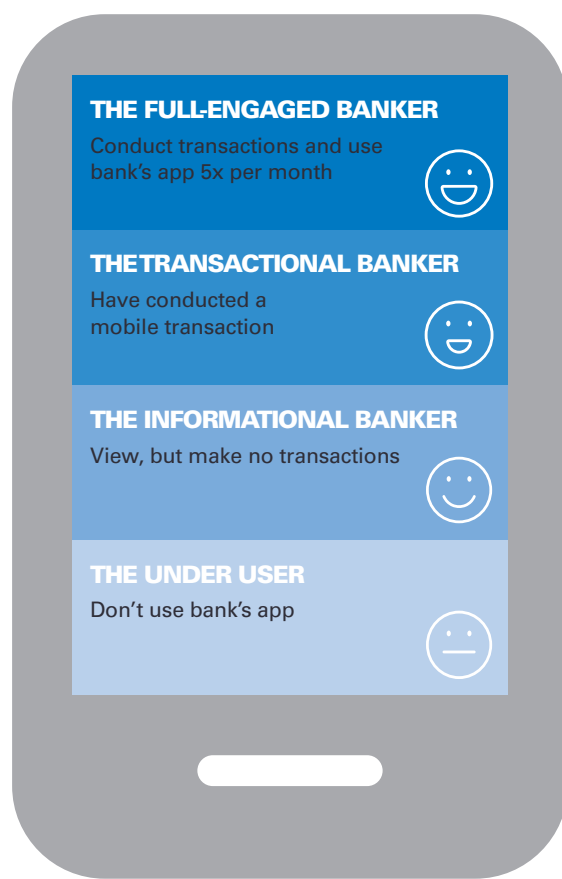
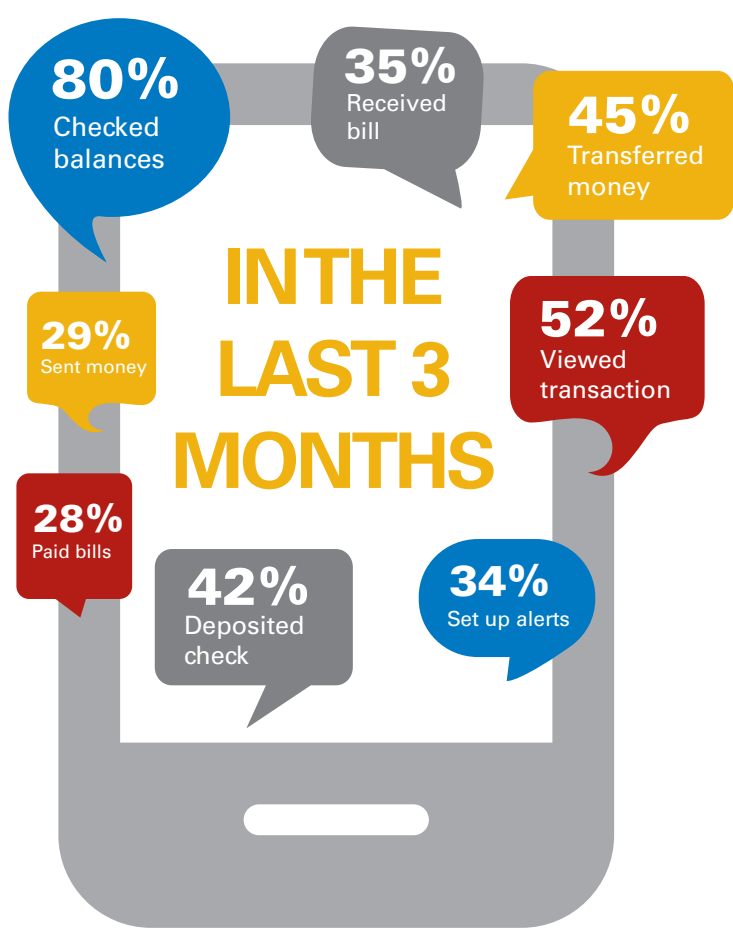
EMBEDDED MOBILE VIDEO	OFFERING SHARED FINANCES	TRAVEL MANAGEMENT SERVICES
REALTIME CHAT	CLOUD-BASED DIGITAL VAULTS	ALERTS & UPDATES
APPOINTMENTS & MOBILE-TO-BRANCH SERVICES	RESEARCH TOOLS, WEALTH & DIGITAL MONEY MANAGEMENT & MERCHANDISING	E-SIGNATURE & SIGNATURE VERIFICATION

GETTING STARTED: BEST-IN-CLASS MOBILE APPROACH

- 1. IDENTIFY MOBILE MOMENTS**
 Don't try to please everyone – identify 2-3 high-value customer journeys
- 2. PLAN AND DESIGN YOUR MOBILE ENGAGEMENT PLATFORM & PROCESS**
 Optimize the journey, not the touchpoint – map the end-to-end process and appropriate touchpoint interactions
- 3. MANAGE AND OPTIMIZE THE TRANSACTIONS**
 Focus on ways to identify customers as they cross touchpoint boundaries

MOBILE ON THE RISE

TYPES OF MOBILE BANKERS



KOFAX POWERS MOBILE MOMENTS

USING THE ON MOBILE DEVICES TO:

- Enroll new customers
- Pay bills
- Transfer funds
- Deposit checks



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