

# Digital surpasses regulation as top priority.<sup>1</sup> Are you investing in the right technology?

**In a time of unprecedented regulation and mounting cost pressures, it is the arrival of new digital technologies that is causing the most uncertainty for banks.**

Over one-third of executives believe technology companies like Amazon and Apple are the greatest emerging threat—not other financial institutions.<sup>1</sup> As customer expectations for banking are being reshaped by their experiences with companies outside the industry, adaptation is vital.

Unfortunately, nearly 70 percent of IT budgets go toward maintenance and compliance rather than transformative initiatives.<sup>2</sup>

So where should you be focusing your dollars?



**70%**  
of customers

prefer digital to branch for opening accounts.<sup>3</sup>



**60%**  
increase

in auto loan, mortgage and credit card applications via mobile devices in 2014.<sup>3</sup>



**73%**  
of people

get more excited by a new financial offering from a tech company than one from their bank.<sup>4</sup>



# Transform your customer experience with digital.

Today's banks must continually raise the customer service bar if they want to meet rising expectations. Customers want more choices and a consistent omnichannel banking experience. In order to be nimble enough to deliver a fast, convenient, secure customer experience, banks need to embrace the latest digital technologies and processes. To be sure, tomorrow's most successful banks won't be focused on running operations, but rather transforming them.

**While 80 percent of banking CEOs believe they already provide customers with superior service, just 8 percent of customers agree.<sup>5</sup> How can you truly deliver?**



deploy a digital strategy.<sup>1</sup>



are taking a sustained approach to operational efficiency.<sup>2</sup>



are implementing better governance and monitoring.<sup>1</sup>

## Make every interaction more timely, efficient and relevant

- Automate loan processing to improve productivity, speed and savings.
- Automate and digitize customer onboarding processes for quicker turnaround.
- Provide ongoing analytics for performance enhancements and behavioral targeting.
- Increase agility through cloud and mobile.

## Boost savings to redeploy costs to digital innovation

- Consolidate technology across headquarters, branches and all channels.
- Outsource management of noncore business services.
- Improve employee productivity through workflow automation.
- Uncover hidden costs within your device environment.

## Foster trust through tougher privacy and security controls

- Boost your compliance program, proactively discovering gaps so audits are successful.
- Minimize breach and penalties while safeguarding customer information.
- Develop policies and solutions to secure data against insider negligence.

## Elevate your marketing communications

- Engage customers across channels through cross-media platforms.
- Make your documents work harder with creative and design services.
- Deliver dynamic communications built for online and mobile.
- Use customer data to create dynamic personalized messaging.



## Our three-stage approach enables your financial institution to meet changing customer demands.

This goes beyond managing printers. It is a strategy that helps redeploy costs to higher value initiatives, secure and mobilize your infrastructure, and make interactions more personal and convenient. So you can deliver an optimal experience at every stage of the customer life cycle.

### Assess and Optimize

We begin with a comprehensive assessment of your document-related assets as well as your costs. This helps determine what optimization can bring to your institution in terms of savings, improved productivity and sustainability.

- **Determining a savings baseline**  
Our award-winning tools provide accurate analysis to create a baseline of your current spend. Everything from utilization of devices to cost per device is accounted for so you can gain greater visibility into your overall costs and usage.
- **Optimizing and consolidating**  
With a baseline in mind, we develop a road map to optimize your devices and dramatically reduce document costs by up to 30 percent. Of course, the benefits go beyond these direct savings, as productivity also increases with a more streamlined print environment.

### Secure and Integrate

Security is top of mind for you and your customers. With the increasing shift to a BYOD workplace, ensuring data is protected is more challenging than ever. We ensure everything connects to your IT environment in a secure, compliant way—and integrates with minimal disruption.

- **Giving you more control and visibility**  
By partnering with Cisco and McAfee security solutions we are able to deliver multilayered protection that seamlessly integrates with your current infrastructure and uses the latest technology for enhanced encryption and virus protection. Additionally, user authentication via network credentials, including card authentication, ensures that only authorized personnel access devices.
- **Enabling a mobile workforce**  
Nearly 40 percent of banking IT professionals believe there is a disconnect between their organization's mobile strategy and business operations.<sup>6</sup> Xerox changes that. In branch, at home or on the road, Xerox ensures your mobile infrastructure will allow employees to access information and print whenever and wherever they need to, increasing timeliness and responsiveness to customers.

### Automate and Simplify

Automation simplifies your everyday client-facing business processes as well as your internal processes by removing paper-based, manual tasks, helping create stronger, more timely connections with customers. As customers seek more convenient, faster access to funds, loans, account information, it's imperative to develop smart workflows capable of capturing, routing, storing and retrieving documents.

- **Improving document-intensive processes**  
State-of-the-art multifunction devices act as a secure digital on-ramp, allowing your team to scan documents and integrate information into EMR systems with just a few pushes of a button. Digitizing paper and simplifying processes help interactions happen faster and become more personal.
- **Automating common banking workflows**  
We optimize customer engagement and services by automating key workflows, including lending, mobile banking, card services and check processing. We also streamline the back office, helping to automate functions such as A/P processing, contracts management and HR processing with connectors into core banking systems through OnBase by Hyland. After all, the faster, more accurate and more efficient your back-end workflows, the better your front-end customer experience will be.

# Take your marketing communications to the next level.

We can improve your marketing on various fronts. In an industry where trust is key, delivering one-to-one communications goes a long way in building a relatable brand. Using customer data we help you create dynamic communications, personalizing the text and images of every document. Plus, we go beyond personalization. From creative and design services to production printers, we have the tools and services you need to maximize engagement across the board, no matter what channels you use to talk to customers.

## Attract and retain emerging talent.

Creating an innovative, digitally driven culture is easier when you are able to attract and retain fresh young talent. The most promising millennials entering the workplace are looking for organizations with the latest digital processes and a dynamic, creative work environment. Whether we are outsourcing cumbersome business processes so staff can focus on high-value tasks, optimizing employee onboarding or empowering your BYOD workforce, Xerox knows what it takes to become an appealing destination for the next generation of professionals.

## Deliver omnichannel communications.

An omnichannel experience requires consistent communications across all channels—from online to mobile to print. With Xerox® FreeFlow® Digital Publisher you can turn a single PDF made for print into dynamic, content-rich digital communications. No more reams of printed documents. Now your content can be accessible on multiple devices as it is easily

optimized for smartphones, tablets and online usage. What's more, back-end analytics give you insight into how your communications are read, so you can adjust for future delivery.

## Transform to meet rising expectations.

No matter the industry, customers want faster, simpler, more convenient interactions with companies. Banking is no exception. It's time to deliver the customer-centric, digitally driven experience your customers expect. As you look to transform operations internally and externally, Xerox has the experts, technology and services needed to advance the way you work. But don't just take our word for it. Industry analysts place Xerox in their Leader's Quadrant for excellence in execution, adoption, service delivery and continuous improvement.



Ready to advance the way you serve members?  
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<sup>1</sup> "Digital overtakes regulation as top priority for global banks." Finextra. 2015. <http://www.finextra.com/news/fullstory.aspx?newsitemid=27090>

<sup>2</sup> "Efficiency is no longer a strategy, it is a necessity for banks." Finextra. 2015. [www.finextra.com/news/fullstory.aspx?newsitemid=27077](http://www.finextra.com/news/fullstory.aspx?newsitemid=27077)

<sup>3</sup> "70% of Americans prefer digital to branch for account opening." Finextra. 2015. [www.finextra.com/news/fullstory.aspx?newsitemid=27081](http://www.finextra.com/news/fullstory.aspx?newsitemid=27081)

<sup>4</sup> "The End of Banking as Usual." The Financial Brand. 2014. [www.thefinancialbrand.com/40208/millennial-branchless-and-alternative-banking-survey/](http://www.thefinancialbrand.com/40208/millennial-branchless-and-alternative-banking-survey/)

<sup>5</sup> "How Big Data Helps Banks Personalize Customer Service." Forbes. 2014. <http://www.forbes.com/sites/ibm/2014/06/16/how-big-data-helps-banks-personalize-customer-service/>

<sup>6</sup> "The Changing Mobile Landscape in Financial Services." MobileIron. 2014. <https://www.mobileiron.com/en/smartwork-blog/changing-mobile-landscape-financial-services>