
DIGITAL BOOSTER

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The Threat of Not Knowing

The **BIG QUESTION** You Need to Ask About Your Digital Banking Channels

Recent events have accelerated the shift to digital and driven even more of your members into a new kind of banking. Just having a solid banking app and website is not the answer. You need the technology just to stay in the game. **But even if you have the tech, success is no sure thing.**

If the digital experience is frustrating for your members - and the human support for those channels **doesn't stand out from the competition** - all you're doing is pushing them to a different financial services provider. There's no shortage of banking options out there.

THE BIG QUESTION:

Are your members' digital experiences with you drawing them closer to you...or driving them away?

Digital capabilities are no substitute for the strong relationships credit union members have long valued. As the banking industry emerges to a new reality, the winners will be those who HUMANIZE the digital experience. But how do you know:

- 1 If your digital experience is adequately personalized and humanized?
- 2 Exactly what your members want (and don't want) in their digital experiences?
- 3 How you measure up in a competitive digital-driven banking market?
- 4 How to differentiate your credit union from the competition?

AUTHENTIC DIGITAL BOOSTER SURVEY FEEDBACK:



It was **difficult** to find the form I was supposed to fill out on the website. I suggest that **making it much clearer** where the form is to request info... and making sure the link provided in the email takes your customer to the exact info they are looking for.





Digital Booster

Measure and Optimize Your Digital Channels & the Human Support Behind Them

Digital Booster is a survey-based solution that measures and optimizes the **digital components** of your online and mobile banking channels, as well as your **human support** behind them.

FROM DIGITAL... Your digital banking channels demand constant attention. **Immediate awareness of design or process issues** that lead to member frustration can be the difference between members staying with you, or leaving you for the promise of a smoother digital experience.

TO HUMAN... When your members need a hand in a digital experience, **they want that help immediately, and don't want to talk to another machine.** They want a person who can listen and provide reliable answers. The service these employees provide can determine whether or not a member will choose **your** digital banking.

The stages of our **Digital Booster** solution are the pillars of your success:

CAPTURE	We collect real-time survey feedback on all digital transactions, purely digital & digital to human
ANALYSIS	We systematically examine member feedback to pinpoint friction in the digital experience
IMPACT	Our data-driven analytics identify opportunities to fuel change and transform your results

AUTHENTIC DIGITAL BOOSTER SURVEY FEEDBACK:

“

The reply was **concise** and **courteous** ... but the wording seemed **canned**. [The employee] could've at least given me the current rates. Instead, she said I would have to call.

The Insight to Differentiate

Build Member Relationships with Digital Connections That Differentiate You

Digital Booster is much more than a generic, one-size-fits-all survey. It is *your own* customized member feedback strategy with a clear line of sight to your objectives. Our member intel analytics **change your outcomes** by helping to inform strategy, change practices, and achieve business goals.

A winning strategy for fast-changing times demands data-driven MX insights from every channel – **giving you agility** to deliver experiences that differentiate you. Here are just some of the core outcomes we make possible through **Digital Booster** insight:

ELIMINATE DIGITAL FRUSTRATION

Capture in-the-moment what members think of your online banking & mobile app, spotlighting friction



ALLOCATE RESOURCES

Ensure efficient distribution of attention/support by understanding where & how your digital channels are experienced



INFORM DIGITAL INNOVATIONS

Use process & design feedback to create a cutting-edge digital experience that exceeds member expectations



GAIN STRATEGIC LEVERAGE

Guide your web and app providers with evidence of the precise areas digital improvements can be made



**AUTHENTIC
DIGITAL
BOOSTER
SURVEY
FEEDBACK:**



After receiving help, I found that [the CU's online banking] was **not difficult at all**. Looking forward to using the system again. I now feel very **comfortable** using the system at the credit union and will use it as often as possible.





EXP's digital reports tell us **exactly** what we need to know. The analytics show what our members think about every aspect of our site and app so we know **where to focus** our energy.

— **MX EXECUTIVE OF CREDIT UNION IN NORTHEASTERN U.S.**

SUPPORT EXP

For over two decades, we have researched and innovated to help financial institutions deliver a differentiating customer experience by optimizing their CX performance. Our data-driven, comprehensive survey and mystery shop solutions; insight-rich actionable analytics; targeted CX research and expert guidance all work together to accelerate you toward your success. **Digital Booster** is a module of Support EXP's **Insight Builder** solution, a comprehensive survey platform that elevates the customer experience with actionable insights from real-time customer feedback and NPS, CX, CES, C-SAT analytics.

Your Playbook for Digital Data-Driven Success is a Call Away!



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