



# **“Say Hello to mBanking!”**

## **Is mobile banking right for me?**

Robert Shepard  
Regional Vice President



Mobile  
banking,  
what is it?





**FSCC and PSCU Financial Services** provide you with the ability to get in the mobile banking game without the high costs.

CIMple Mobile is a new kind of mobile banking created specifically for credit unions.



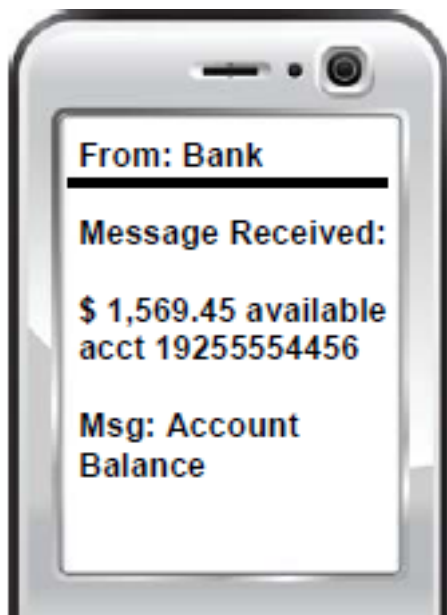
- Uses existing shared branching interface
- Secure WAP, SMS and/or Applet
- Member and Credit Union Support
- Low implementation cost

# Making the Connection - Shared Branching

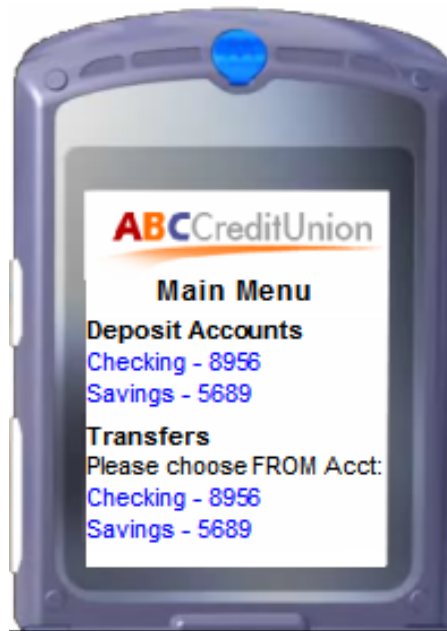
- Launched pilot in 2008 – now 15 credit unions are using the shared branching interface
- Multimode offering – including bill pay
- July 2010 – average transfer is \$296 – loan transfers, balance inquiries, history of the last 10 cleared items – alerts – any account



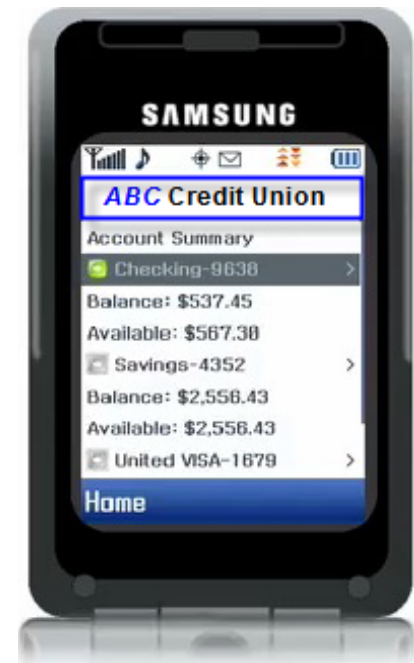
# Mobile Banking Options



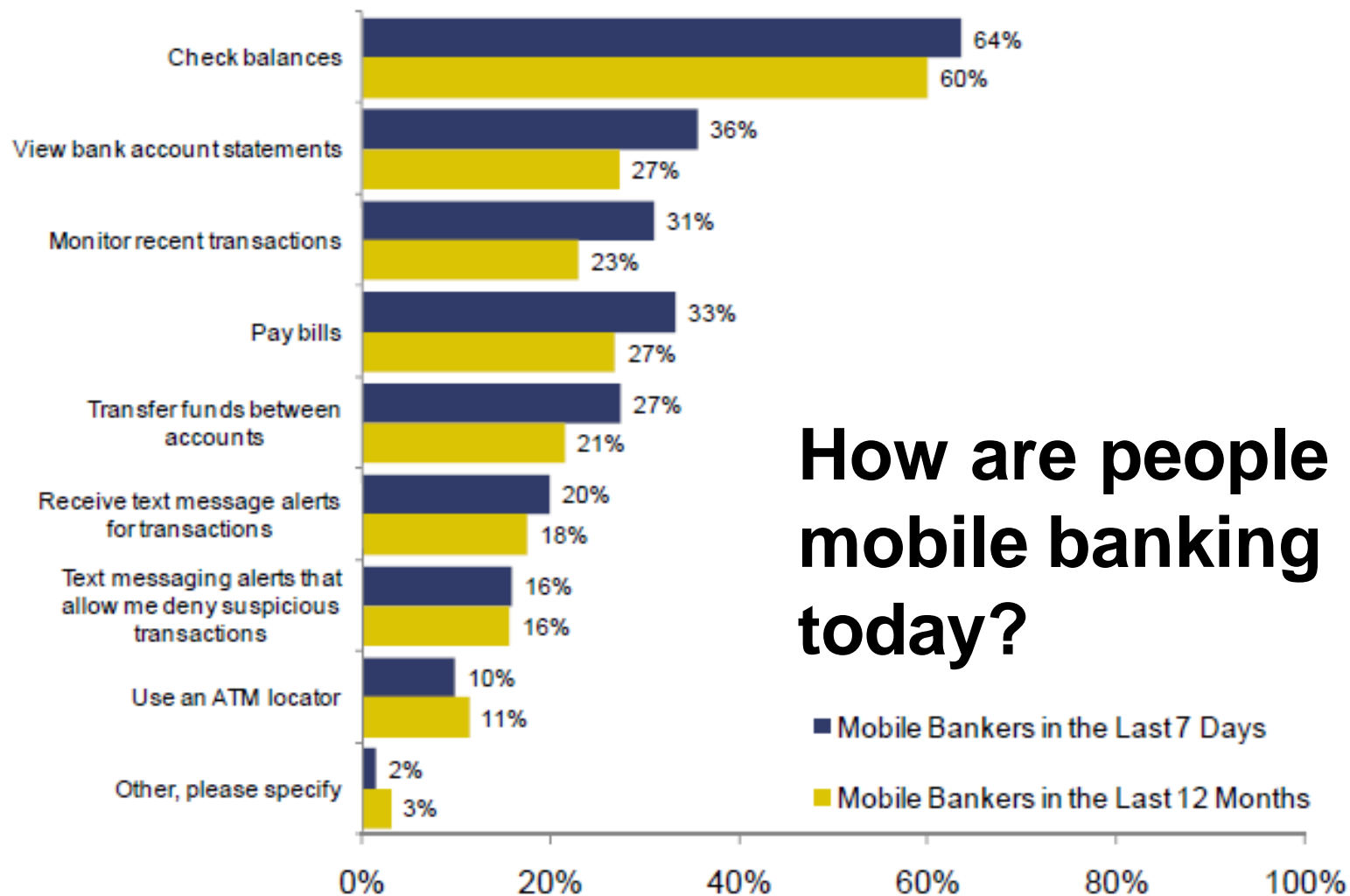
**SMS**



**WAP**



**Applet**



# How are people using mobile banking today?

Q32: Which of the following banking activities do you perform through your mobile device? (Select up to three)

Base: Respondents who have used mobile banking in the last twelve months.  
 March 2008, n = 286  
 © 2008 Javelin Strategy & Research

# Who uses mobile banking?

- Gen Y
- Appeals to 30 to 39 year olds
- Smartphone users





# Mobile Banking Adoption

- Two-thirds of banks to offer mobile services in 1-2 years
- U.S. will follow other markets in the near future
- Bank of America has over 1 million users





# What is in it for me?

- Cost Reduction
- Acquire new members
- Attract Gen X, Y, Millennial
- Member satisfaction and retention
- Demonstrates “Thought Leadership”
- Platform for future interaction

# Cost Reduction



- 65% Contact Center Calls
- 75% Handled by the IVR





# Acquire New Members

- Bank of America Case Study
  - Increase new accounts by 8%
  - 65% of them are under the age of 35, while 80% are under the age of 45.

# Attract Gen X, Y, & Millennial

- 40% of Generation Y indicate that mobile financial services will be a factor in their choice of financial institution.



**Generation Distraction!**



# Member Satisfaction & Retention

- Increase member retention up to 15 %
- 19% of Gen Y want mobile banking but their FI does not offer it yet



# Thought Leadership

- Recognized as innovative
- Staying in sync with technology solutions
- Care about convenience
- Investing in the future



# Platform for Future Interaction

- It is ubiquitous, highly personal, with the customer 24/7, and always on.
- Opportunities in products, channel enhancement, marketing, and extending financial access.

# Mobile Financial Services

- **The value of mobility!**



ü *Actionable Alerts*

ü *Mobile Marketing*

ü *Mobile RDC*

ü *Mobile POS*

*Payments*

ü *Mobile P2P*

*Payments*

*Mobile Banking!*

ü *Expedited  
Payments*



*Mobile Financial  
Services!*





# Key Issues to Consider

- Security
- Solution type/functionality
- Integration
- Support
- Cost

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- **Security**
  - Solution type/functionality
  - Integration
  - Support
  - Cost
- Platform
  - Enrollment site
  - Two-factor
  - OTA

# Key Issues to Consider

- Security
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  - Integration
  - Support
  - Cost
- WAP, App, SMS
  - Credit Card
  - Bill Pay
  - ATM Search

# Key Issues to Consider

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- Core Data
- Prepaid Card
- Credit Card
- Bill Pay



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- IT
- Training
- Tier I & II
- Marketing

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- Start up
- Host
- Integration
- Support



# Resources

- Tier I and Tier II support
- IT support
- Marketing support
- Regulatory support



# Thank You

## Any Questions?

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