



National Council of  
Firefighter Credit Unions Inc

**NCOFCU**

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# **Your CU Beyond 2020: *Top Seven Drivers of Success***

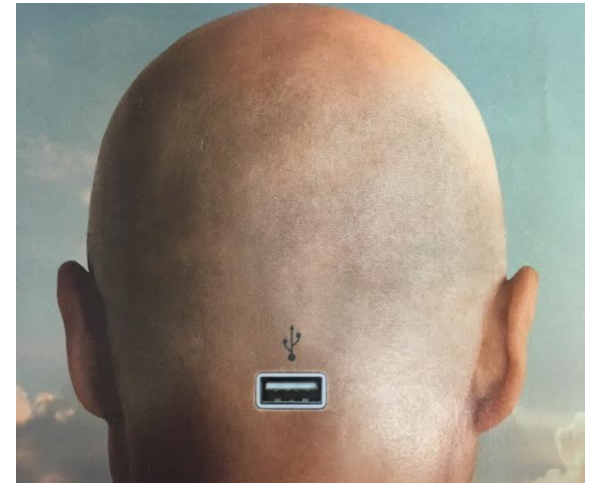
Sundeep Kapur



DIGITAL CREDENCE

# Emerging Vocabulary

- Big Data, Artificial Intelligence
- Blockchain, Cybersecurity
- Biometrics, Privacy, Compliance
- Multi/OMNI/OPTI-Channel
- New Economic Indicators



***& these are defining a new era in financial services***

# 1. Transforming Your Branch

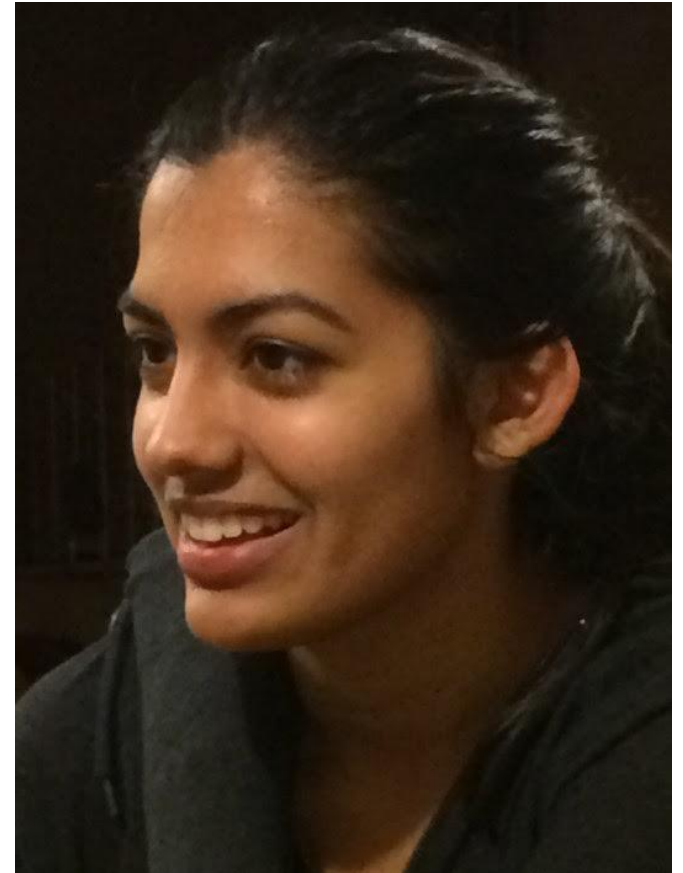
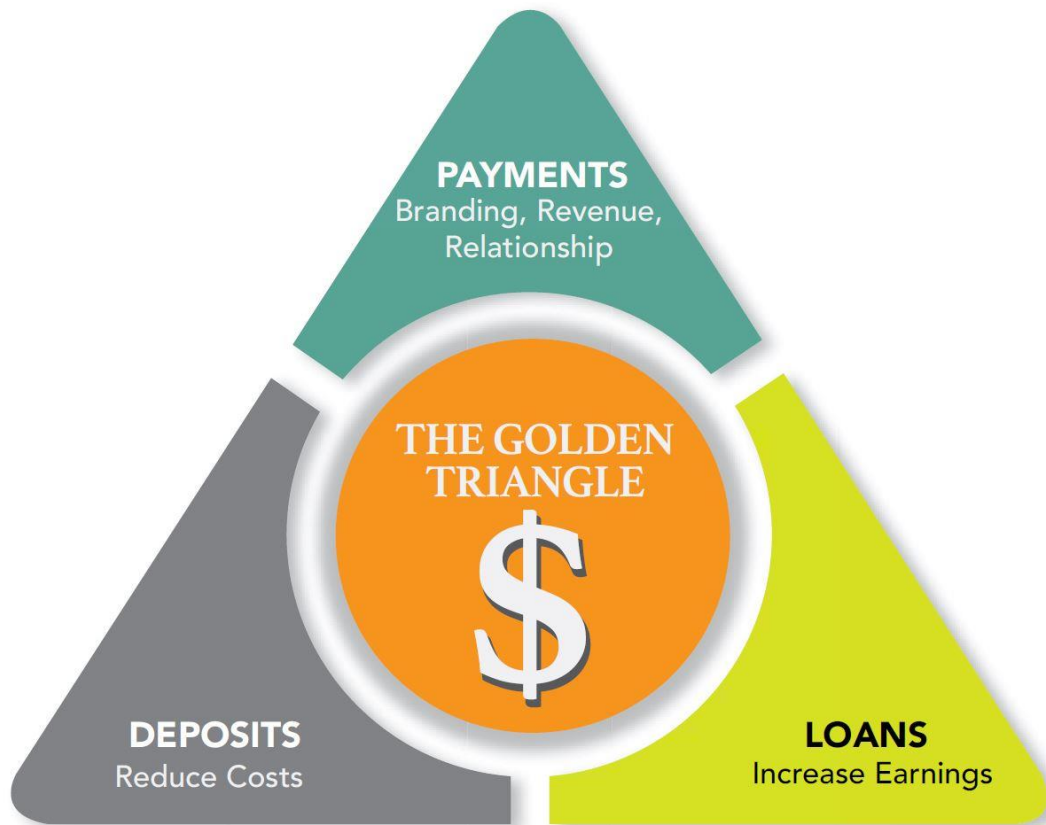
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- **3 Mistakes:** Rebuild, Decorate, Technology
- **3 Journeys:** Transactional, Service, Advisory
- **5 Key Elements:** Data, Journeys, Zones, Technology, Training

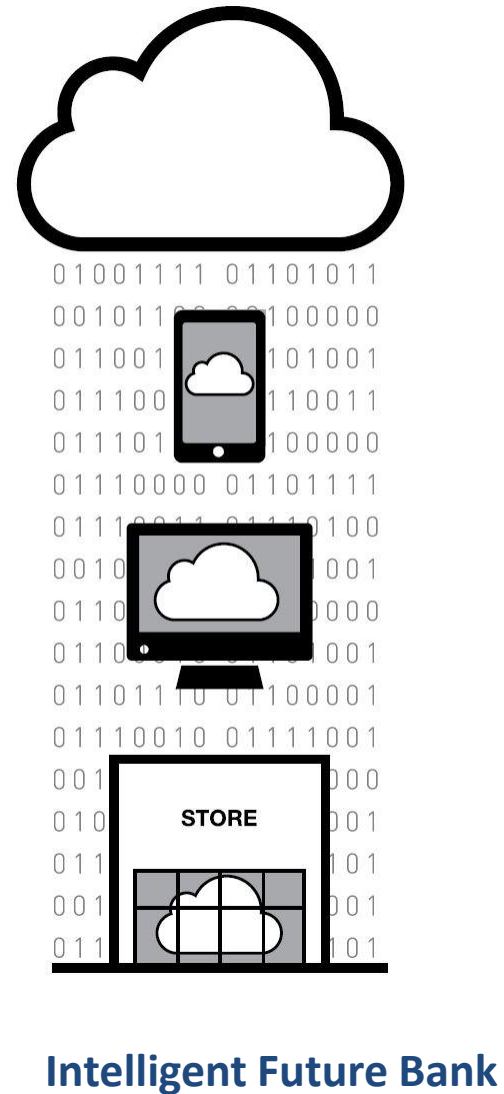
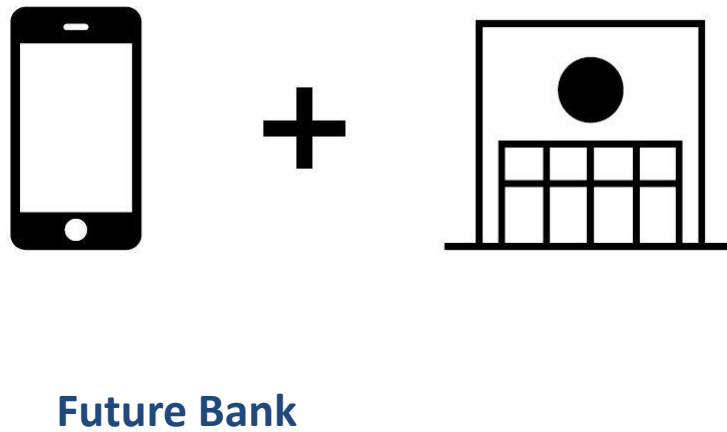
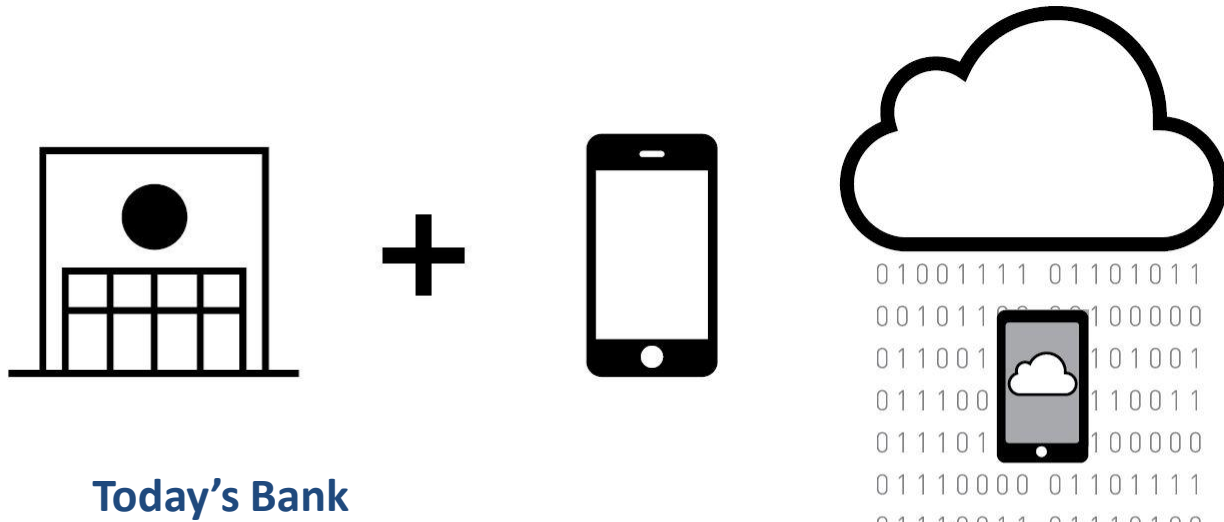
***Are you ready for retailing?***



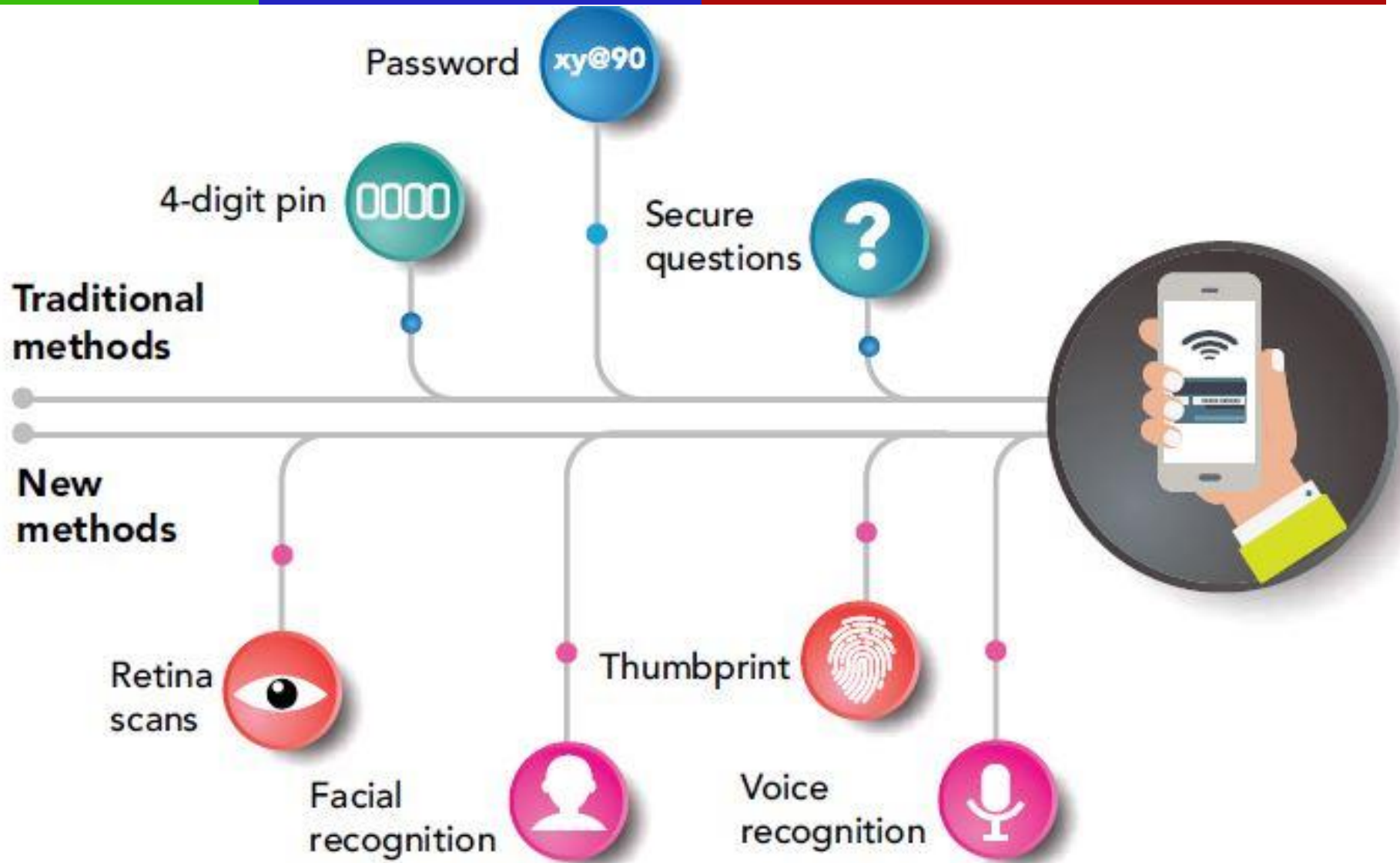
## 2. Lead With Payments



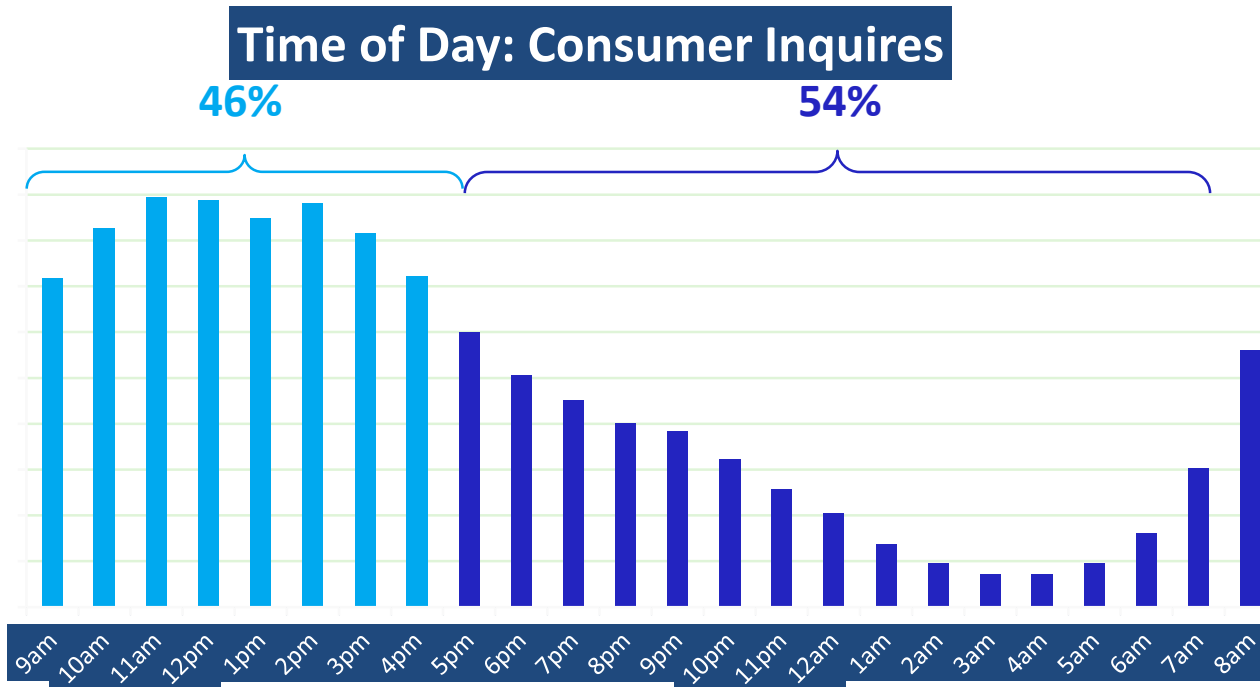
# 3. Integrated Responsive Digital



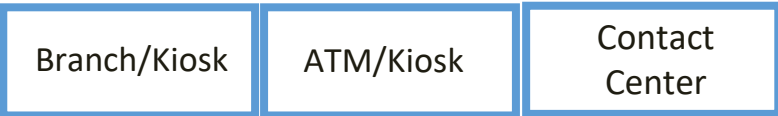
# 4. Secure Biometric Authentication



# 5. Build Smarter Channels



# 6. Big Data: Stated, Observed, Implied



**Collect & Normalize Data**  
**Score Segments**  
**Create Rules**  
**Execute Triggers**  
**Analyze Results**



**Your Information**

Your Email Address :

FirstName :

LastName :

Address :

City :

State :

Zip :

**Valuable Resources**

**Purchase, Rebate and Financing Information**

Sales price before rebate (\$) :

Rebate amount (financing through bank or credit union) (\$) :

Annual interest rate :

Term of loan (years) :

**New Loan Assumptions**

Actual interest rate on new mortgage (%) :

Term of new mortgage (years) :

Funds available for a down payment (\$) :

Estimated annual property taxes (\$) :

Estimated annual homeowners insurance (\$) :

Front-end ratio (%) :

Back-end ratio (%) :

**Markets Live**

Company	Trend Today	Price	% Change
<b>Top Gainers</b>			more >
Strides Arcofco		1036.65	5.46
Issa Cellular		114.15	4.82
Bharti Airtel		209.80	4.64
DLF		281.00	3.16
<b>Top Losers</b>			more >
Jet Airways		627.35	-6.81
United Breweries		617.10	-4.61
IND Vysya Bank		541.60	-3.10
Eide Industries		125.65	-2.75

Connect with BOB Financial





# 7. Banking in Your Pocket

WHERE THE WORLD IS HEADED



# What Consumers Want



#DigitalCredence – Transforming Consumer Experiences Across Channels

Lifestyle	Life	Vehicle	Home	Business	Community	Alerts
Opening a new account, closing an account...	Calculators to determine future value...	Buying a new or used vehicle...	Tips on how to sell a home quickly...	Types of business loans provided & key rates...	Commitment to community, branding....	In case of an emergency...
Ordering a debit card, ordering a credit card...	Whole life, term life, investment solutions...	Should you buy or should you lease...	Ideas on keeping up the value of the home...	Credit cards, lines of credit, types of accounts	Charitable contributions made ....	What if the branches are closed...
Providing online & mobile banking services...	Financial advice & guidance on options...	Where can you get the best financing...	Tips on how to buy a new or used first home...	SBA services? What other advice can you ...	Community businesses supported...	If you have lost your card or have had fraud...
Bill payment, mobile phone payment...	Workshops on life-stage options to assist...	How much is your current auto worth...	How to purchase a home as an investment...	Employee payroll & benefit solutions...	Involvement in education...	Payment alerts & reminders so you are not late...
Different loan types to service needs...	Circumventing & resolving for fraud...	How much can you afford to pay each month...	Refinancing ideas – how best to reduce payments	Lending on receivables...	Upcoming events...	Important web site alerts & notifications...
Anytime access to remote channels....	Other affiliated solutions to protect...	What insurance products do you need...	Is your tax bill correct, how can you fix it?	Merchant services, advertising....	Scholarships – what it takes to succeed...	Ensuring peace of mind so you can live well...

## #DigitalCredence – Transforming Consumer Experiences Across Channels

# Key Member Journeys



- **Lifestyle:** Checking, savings, deposits, credit, debit cards
- **Life:** Insurance, college, retirement, wealth management
- **Vehicle:** New/used vehicle; recreational vehicle
- **Home:** Rent/buy/remodel/fix
- **Business:** Loans, deposits, LOC's, cards, cash management
- **Community:** Outreach, charities, business development
- **Alerts:** Notifications about important events & transactions

# Why We Matter



**Protect, Provide, Assist, Achieve, Dream**

# Champions Outside Our Industry

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# Personalized Connected Experiences



# Top 7 Drivers

1. Transformed Branch Experiences
2. Redefined Future Payments
3. Digital: Integrated & Responsive
4. Security: Authentication, Transactions, Information
5. Smarter Employees & Channels
6. Big Data, Decision Science, & the Cognitive Cloud
7. Banking Delivered in Your Pocket





# *Defining the Future CU*

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**Webinar:** Holiday Fraud Alert

*October 19<sup>th</sup>, 2 – 3 pm EST*

*Sundeep.Kapur@gmail.com*



**DIGITAL CREDENCE**