



Five Digital Imperatives for Maximizing Growth & Efficiency in a Recession

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The requirements for commercial banking success continue to evolve



Modern and seamless digital experience



High levels of personalization



Access to real-time data and actionable advice



Robust functionality and forward-looking capabilities



Tighter integration and connectivity with third-party systems

It is planning season!

Winning commercial relationships is critical to long-term growth



The need to prioritize efficiency, cost reduction, and client profitability

Today's Panelists

MODERATOR:



Christine Barry,
Head of Banking and
Payments Insights,
Aite-Novarica Group

PANELISTS:



Dean Jenkins,
VP, Product Marketing
Product Management,
Q2



Dana Gray
SVP, Commercial and
Business Services
BECU

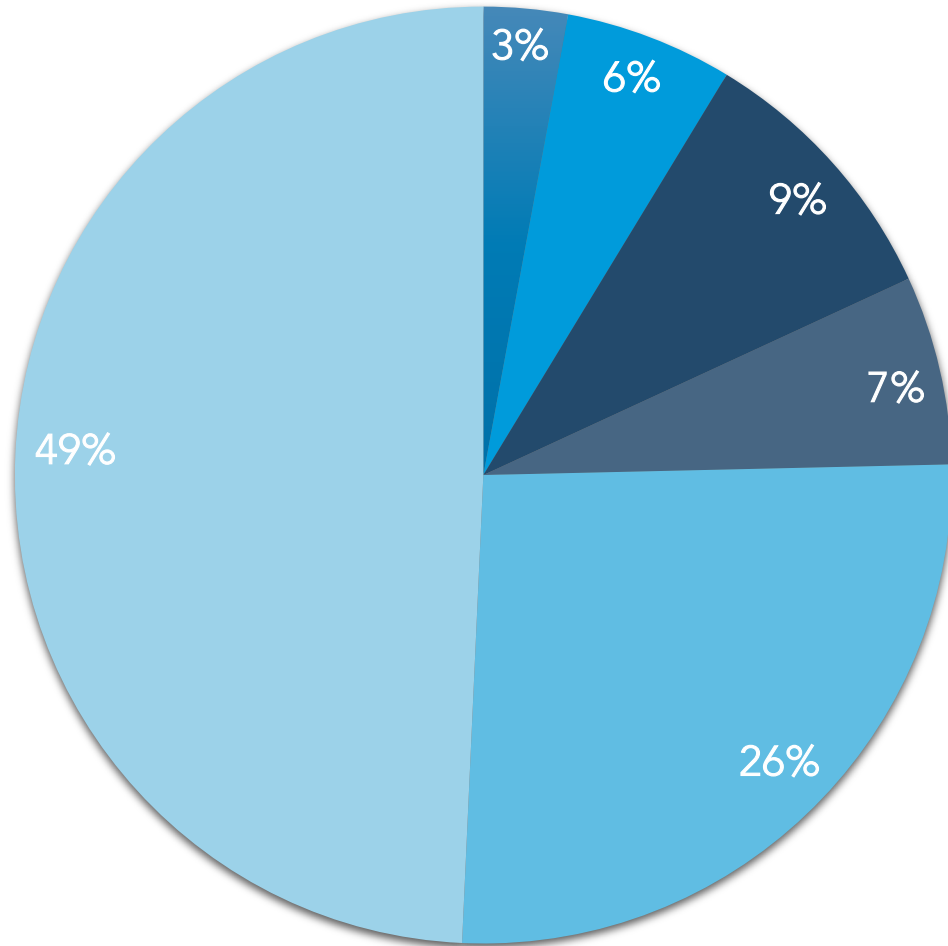


Shon Cass
EVP, Chief
Experience Officer
Texas Security Bank



Jo Jagdish
EVP, Head of Corporate
Products, Services &
Innovation
TD Bank

Poll Question: What keeps you up at night?



- Acquiring new small business customers
- Effectively onboarding new business customers
- How to bring innovation solutions to business customers
- Optimizing profitability of client relationships
- Providing digital experiences that align with business customer needs and expectations
- All of the above

Imperative 1: Leverage data to optimize profitability

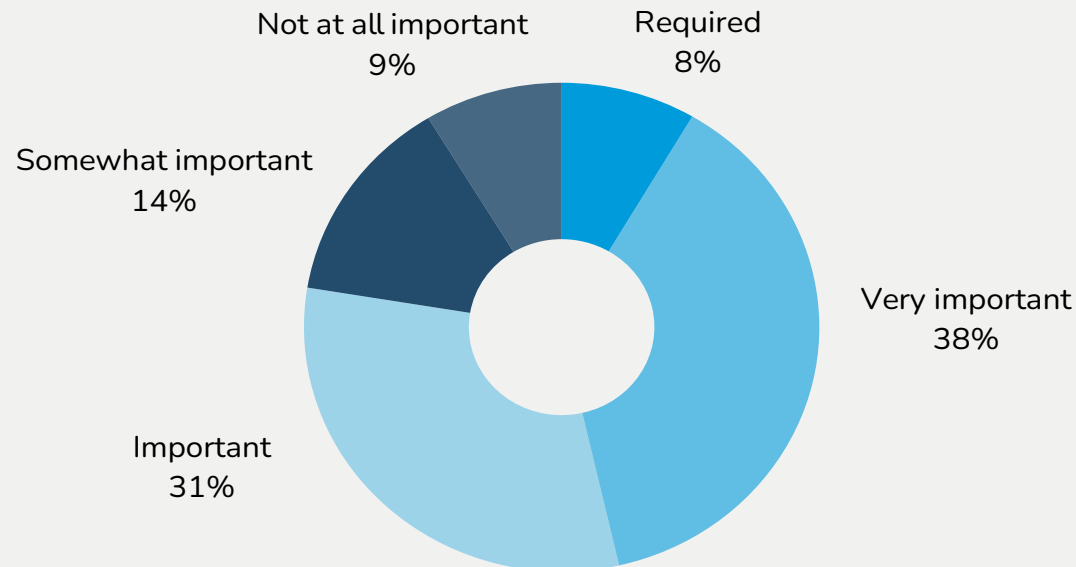


- Banks and credit unions must shift toward relationship-based pricing
- Good underlying data and analytics are critical to success

Imperative 2: Offer self-service option to SMBs to open new business accounts and apply for loans

The online channel is the preferred channel for SMBs to interact with their FI

Q. To keep your business as a customer, how important is it that your bank provide digital/online account opening?
(Base: 1,004 small-business financial decision-makers)

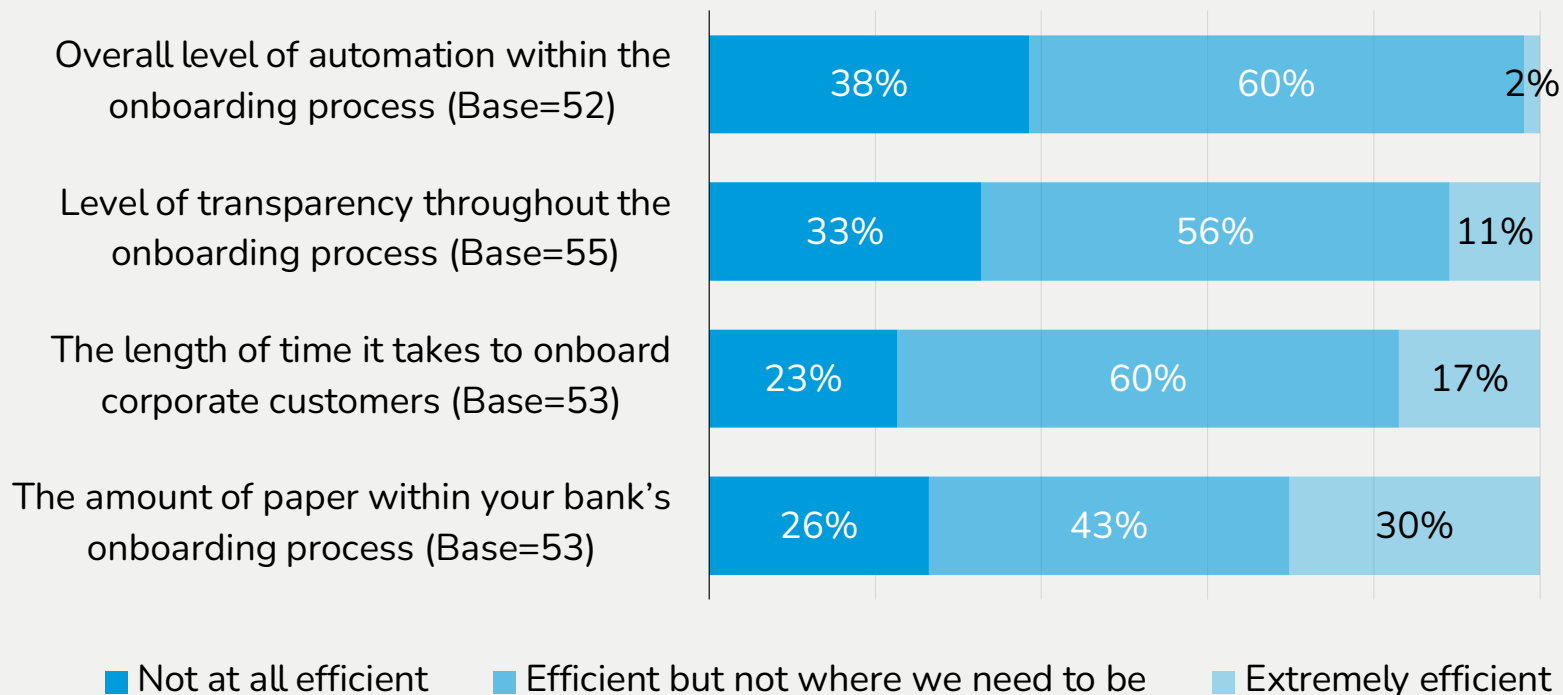


Source: Aite-Novarica Group survey of 1,004 U.S. small-business financial decision-makers, Q3 2021

- Interest across bank products, including lending
- Non-bank providers are viewed as superior in this area, especially for speed of decisioning
- Preference to receive capabilities from a bank, but willingness to go elsewhere
- Greater automation means better UX and faster revenue recognition

Imperative 3: Digitize the onboarding process

Q. How do you rate your bank in each of the following areas within treasury onboarding?



Source: Aite-Novarica Q2 2022 Survey of Corporate Banking Executive Council Members

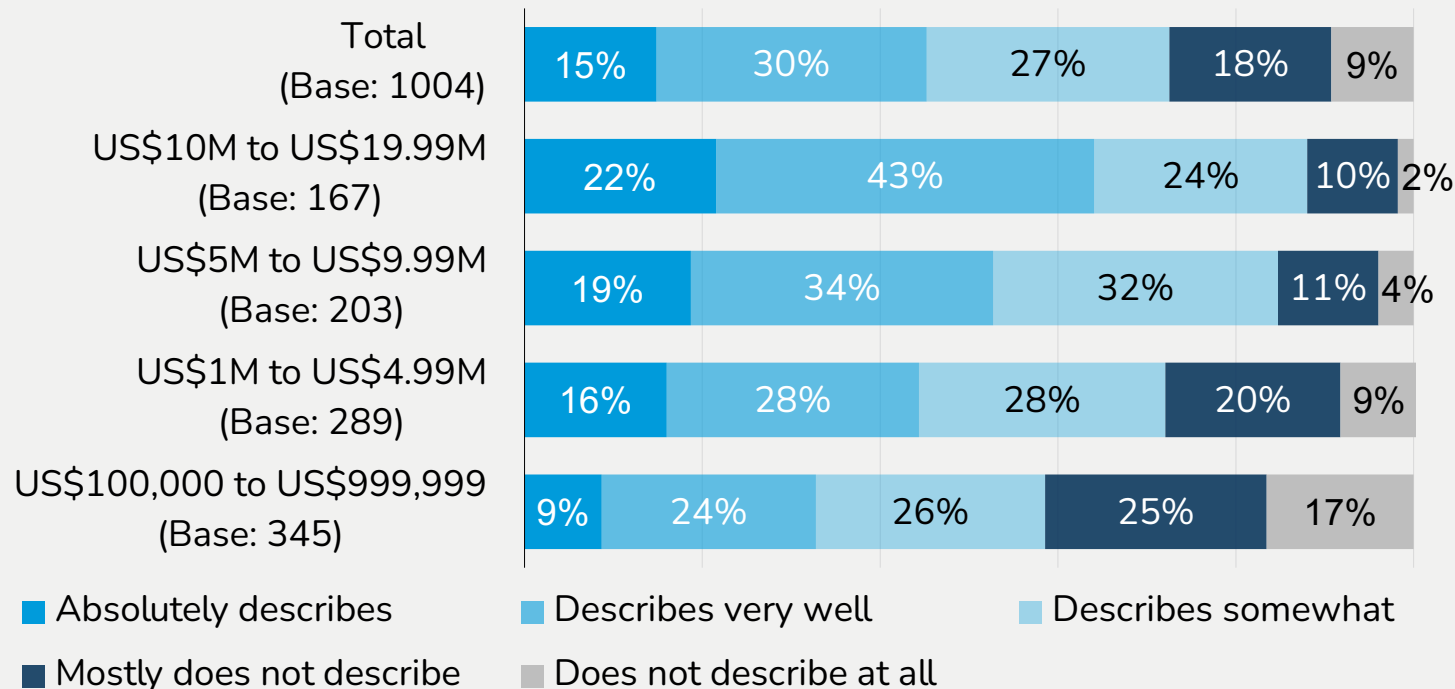
35%

Of corporate treasurers state it takes longer than expected to be onboarded onto a new treasury or payments service at their bank

Source: Aite-Novarica survey of 300 corporate treasurers at midsize and large U.S. based companies

Imperative 4: Fintech partnerships

Percentage of Businesses Wishing Their Primary Financial Institution Would Work With More Emerging Fintech Providers



Source: Aite-Novarica survey of 1,004 U.S. small business financial decision makers, Q3 2021

50%
of large and midsize banks plan to build out their fintech ecosystem this year; 33% consider it a top priority

Small businesses want:

- Richer capabilities
- Convenience of getting them in a single and secure location
- The benefits of 1+1=3

Imperative 5: Tailored digital experiences

61% of businesses believe their primary FI understands their needs

48% of businesses state personalized experiences are very important or required to keep their business

66% of businesses are challenged by unintegrated experiences with multiple logins

39% of businesses describe their bank's digital offerings as easy to use; 50% would use more products if usability were improved

31% of businesses state they probably or definitely will consider switching FIs over the next two years

Questions?

What's next?

- Download Q2 Catalyst Overview White Paper
- Coming soon - 5 Digital Imperatives White Paper
- Come see us at the Innovation in Cash Management & Payments Forum & AFP Conference
- Visit www.q2.com/commercial
- Interested in talking with our team? info@q2.com



