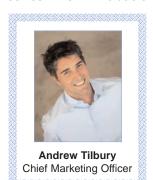## Online and Mobile Banking – Improving & Bridging the Digital Channels

We are on the verge of the next technological leap in mobile banking apps. The computing power, hardware features, and improved network connectivity of today's smartphones will soon provide the inspiration and capabilities to drive new sets of features most people haven't even imagined. Voice recognition, super high resolution cameras, and fingerprint readers are enabling better security, document capture features, voice commands, and even facial recognition for users of mobile apps. Where will this become apparent? Everywhere — from car lots to real estate lending to new member on-boarding and Siri-like research requests.

Not only will you see this type of innovation on the member-facing side of mobile apps, but expect to see it with enterprise applications that are used everywhere from the back office to the teller line to onsite wherever the member happens to be. The financial institutions that are able to capitalize on the emerging potential of the next generation of mobile devices will win the next war in growing both membership base as well as wallet share. The secret sauce is packaging new features in a way that demonstrates the value to the end-user not only in terms of added convenience and smoother user experience, but wrapped in a layer of security that encourages adoption and trust in the new technology.

As mobile banking solutions mature, there will be greater differentiation between the solutions offered by financial institutions. Tailoring a mobile experience to specific user bases is going to be critical for credit unions to stay relevant. You're already beginning to see this in the "tablet versus smartphone" arena. Not every institution needs to develop a tablet strategy in addition to a smartphone strategy. Pursuing a strategy that tries to do everything will fail; You need to be targeted and specific in terms of what features you bring to your members, when you choose to deliver them, and, perhaps most importantly, how you launch and market new apps to encourage the widest adoption possible. A solution that no one uses is useless -- listening to your members and giving them what they want is essential, yet often forgotten by many financial institutions. Adoption is the ROI of mobile banking, and should be looked to as the key metric in determining an app's success. Keep in mind that without adoption, there's no engagement. Without an engaged membership, your relationships are at risk and, over time, you will begin to see higher levels of member attrition.

Many financial institutions are waking up to the fact that building a mobile offering can be done with substantial cost savings over other, more traditional growth strategies such as branch expansions or ATM network building. The next phase of this will be credit unions doing everything they can to encourage their members to use their smartphone to do as many transactions as they can themselves. This will include everything from depositing checks to applying for credit cards and loans to proactively checking their accounts for fraudulent activity. The operating efficiency and cost savings inherent to the mobile self-service channel are irrefutable, and the credit unions that are able to convert their traditional member base to mobile members will have a distinct cost advantage and market position.

Andrew Tilbury
Chief Marketing Officer

Our goal at Bluepoint is to help credit unions make the right decisions about the technology in which they are investing. User experience and new features are absolutely important, but so is interoperability with other back-end systems. When it comes to mobile deposit, we know checks better than almost anyone and we know the pitfalls of selecting a system that can potentially create more work for your employees and expose your members and your credit union to unforeseen losses. We want credit unions to pick the right solution for their members, their employees, and their institution so that they can focus on providing superior member service and marketing their solutions to their members instead of managing poorly engineered backend systems.

Andrew Tilbury is the Chief Marketing Officer of Bluepoint and is responsible for Bluepoint's integrated marketing strategy including communications, brand management, and media relations. Tilbury brings more than 10 years of marketing and sales experience to Bluepoint. Tilbury holds a BA from the University of California at Berkeley and will graduate with an MBA from the NYU Stern School of Business in 2014. - See more at: www.andrewtilbury.com. Bluepoint Solutions is a financial technology software company focused on providing payments and content management solutions to credit unions. As an established leader in the industry, Bluepoint offers three main product categories: check capture, item processing, and content management.

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