



HOW

# OMNI-CHANNEL STRATEGIES

TRANSFORM FINANCIAL INSTITUTIONS

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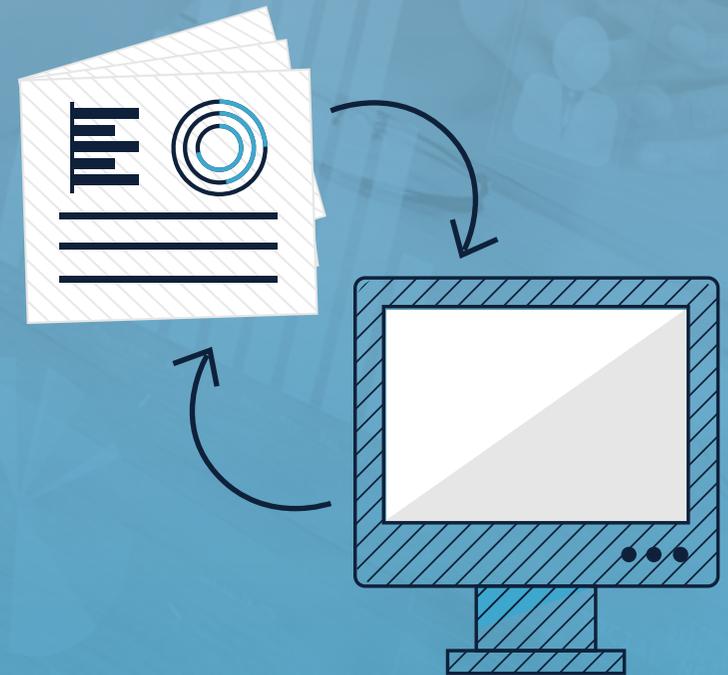
# INTRODUCTION

The convergence of rich data and digitization is enabling new omni-channel strategies for Financial Services Institutions (FSIs). This transformation must be enabled by innovative technology and a customer-centric mindset.

**Omni-channel challenges exist, and navigating them won't be easy.**

To move forward on the transformation journey, FSI executives will need the right platform—a digital overlay—to transition to omni-channel while providing:

- Operational flexibility
- Improved profitability
- Sustainable competitive advantage



# 1 THE OMNI-CHANNEL VISION

Omni-channel is no passing fad. It is the evolution of the anywhere, anytime vision. Realizing intense pressures on the balance sheet, FSI executives are looking to omni-channel strategies to grow the business and increase profitability.

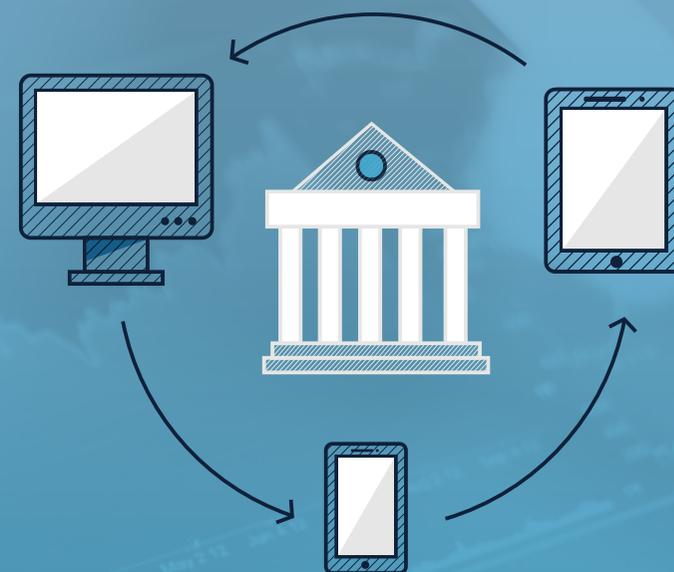
## What is Omni-Channel?

### *For the Customer*

Omni-channel focuses on providing a smooth, consistent, seamless experience along with personalized advice, products and services—whenever and wherever the customer is accessing services—via any device and app, or in person.

### *For the FSI Executive*

Omni-channel is an opportunity to understand customers with a full 3D view of all their activities across all channels, to drive customer-centered interactions.



A successful omni-channel strategy requires integrated systems, data and fully digitized processes. With the right omni-channel strategy—and its successful implementation—businesses will thrive with deeper customer relationships that fuel top-line growth.

## 2 WHAT IS THE ROLE OF CUSTOMER INSIGHT?

Proactive insight into customer needs and expectations separates future leaders from laggards.

Those FSI executives with the capability to gain actionable insight into customer financial needs anytime, from anywhere, will have significant competitive advantage.

*“Instant access, in context, and at the moment of need implies any time and through any channel, full-service or self-service. You have to be where your customer is. If your customer begins their buyer’s journey online or if they want to complete their journey on social, mobile, and digital, of course, you have to be there too.”*

– Clara Shih, CEO and Founder of Hearsay Social  
in “The Social Business Imperative”

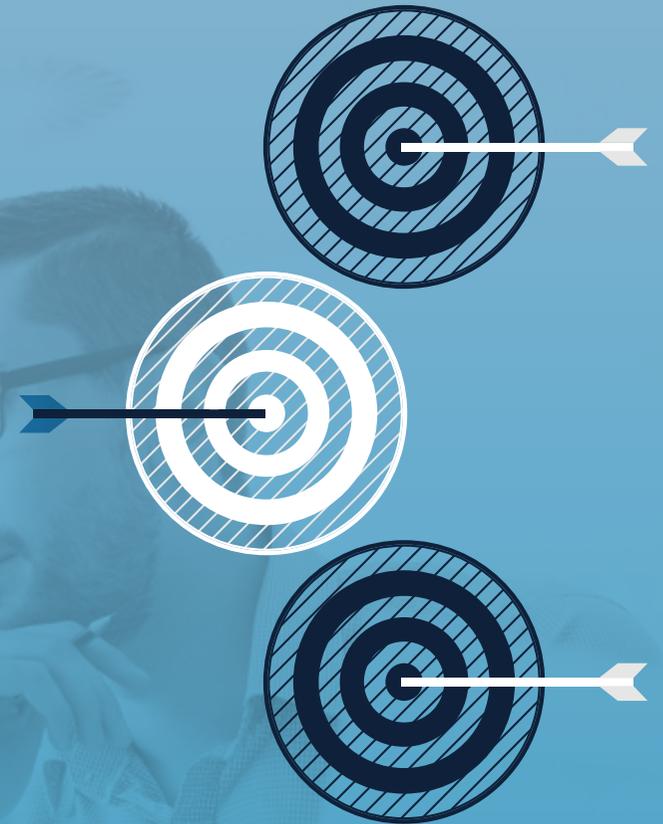


## 2 WHAT IS THE ROLE OF CUSTOMER INSIGHT?

### The Importance of Multiple Touch Points

Omni-channel enables customers to achieve financial freedom and manage simultaneous goals, continuously. Omni-channel's multiple touch points can grow the customer base by offering continuous and consistent experiences.

To be with your customer 24/7 requires tremendous focus and fundamental business change. You will need different processes and decision-making capabilities. Most importantly, you will need new ways of interacting with your customers at every touch point.



# 3 OMNI-CHANNEL ENGAGEMENT REQUIRES THE FOUR C'S

## The 4 C's of Omni-Channel

FSI executives that seek to optimize customer interaction can offer superior value by enabling experiences that are:



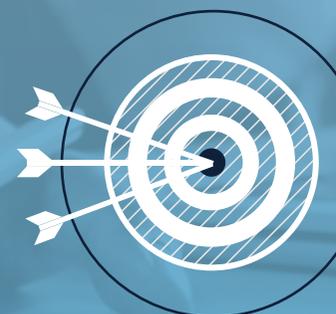
### *Convenient*

Always on 24/7 with instant access across channels. Customers demand multiple touch points and use all of them to inform their purchases and service impressions.



### *Continuous*

Easy-to-use and accessible across all customer facing applications (call center, branch, ATM).



### *Consistent*

Supported by appropriate and relevant information across channels and products.



### *Contextual*

Relevant in the context of each interaction and the overall customer relationship.

Focus on the four C's of omni-channel can guide your way to successful deployment of digital transformation.

**What's required is technology that can support the four C's to drive engagement and efficiency.**

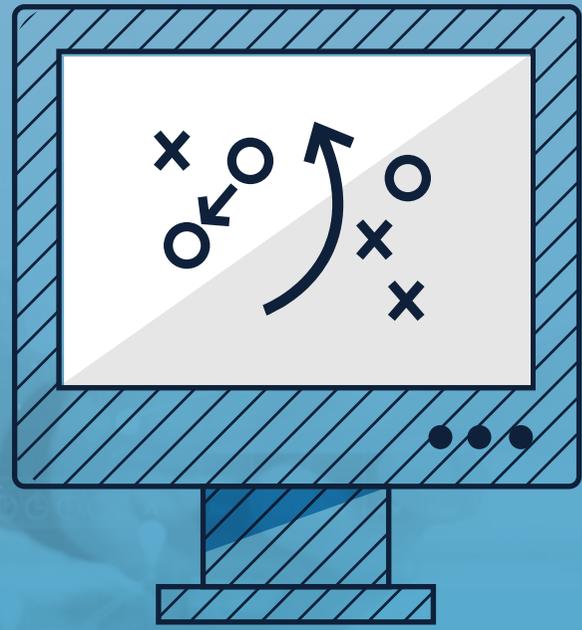
# 4 VALUE FROM THE RIGHT DIGITAL PLATFORM

*“Innovations with the greatest impact employ business models that are platform based, data-intensive and capital light.”*

- World Economic Forum,  
February 2016

The term “digital” is all about creating a platform that is easier, better and faster than what is in place today. The right platform offers executives strategic advantage in the digital transformation journey by:

- **Enabling functions to collaborate**, as well as deliver integration, analysis and agility. The benefits further opportunities to develop alternative business models without compromising the efficiency and effectiveness of legacy systems.
- **Enhancing opportunities for data integration**, discovery and agile development when equipped with flexible “low-code” development tools whether on premises or cloud-based.
- **Providing knowledge-sharing features** that leave the separate line of business systems intact, while pulling data together for a customer-centric view and simplifying cross-organizational communications.





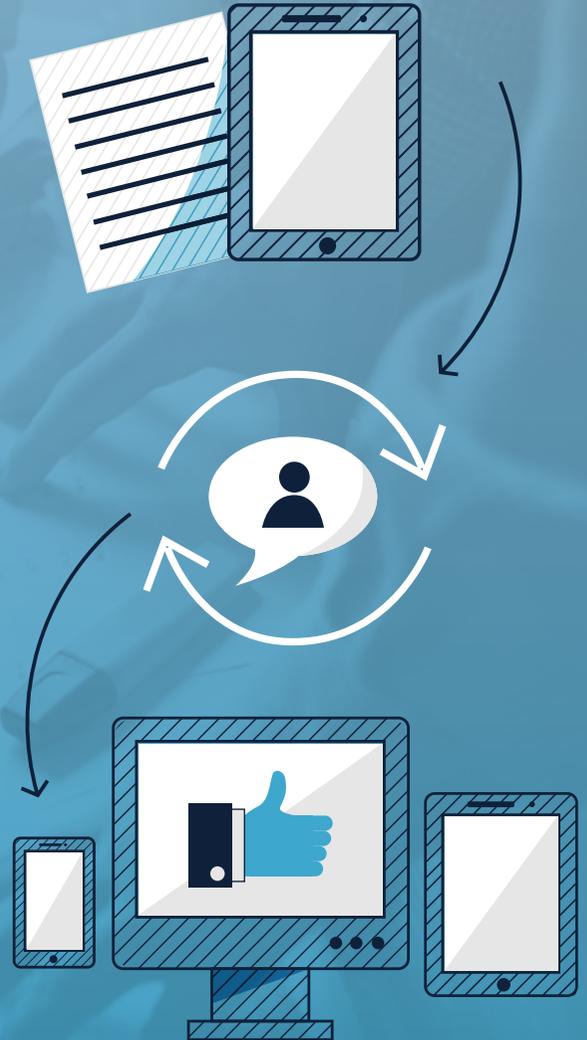
# CONCLUSION

**A successful omni-channel strategy is marked by:**

- **Unifying digital and physical journeys** seamlessly using a mix of integrated cross-channel, cross-product and cross-service data
- **Creating the capability to respond continuously**—not just discretely—to meet changing customer needs
- **Building systems and applications** that earn the trust of customers on their terms

When combined with the right digital platform technology, FSI executives will win over new customers and drive loyalty—especially in the Millennial segment—by transforming the entire customer experience.

**Embrace an omni-channel strategy to realize more satisfied and loyal customers!**



# ABOUT APPIAN

Appian delivers an enterprise platform for digital transformation that is changing the financial services landscape. Powered by industry leading Business Process Management (BPM) and Case Management capabilities, Appian's low-code approach radically accelerates the time it takes to build and deploy powerful, modern applications, on-premises or in the cloud. The world's most innovative financial services institutions use Appian to revolutionize their customer experiences, transform their business operations, and master global risk and compliance. For more information, visit [www.appian.com](http://www.appian.com).

