DESIGNING TELLER PLATFORMS FOR OUR FUTURE

Teller P3
WHAT ARE WE GOING TO DO ABOUT TELLER SOLUTIONS?

CAN YOU HOLD THESE CONVERSATIONS INSIDE YOUR ORGANIZATION?

What should the CUSO do?  What will CUs do with it?

- Talking about long-term strategy can be uncomfortable if the conversation doesn’t include the status quo and those who are vested in it
  - Balancing short-term investments with long-term designs might not add up

- Today’s teller audience is different from ten (or even two) years ago
  - How have you changed your tellers’ expectations of the tools? Have you tried?

- Is it okay for your vendors to de-prioritize their investments in changing technologies, credit union strategies, and credit union tactics?
Let’s go around the room and get everyone’s approach to these ideas:

■ In the next 3 years, my **approach to teller services will change** by ____________ (less than 10%, 20-40%, more than 50%) compared to what we do today

■ I have openly discussed this with my board, and their **biggest push-back** on the future of our teller services is ______________________________

■ My **biggest concern** in openly discussing the future of our teller service investments is
  a) The impact on our current staff and their careers
  b) The budget impact and our ability to risk spending the money
  c) The uncertainty that our members will respond and the difficulty judging the timing
ON WHAT DATA AND RESEARCH ARE YOU BASING YOUR ANSWERS?
TODAY’S TELLER AUDIENCE IS DIFFERENT FROM TEN (OR EVEN TWO) YEARS AGO

HOW HAVE YOU CHANGED YOUR TELLERS’ EXPECTATIONS OF THE TOOLS? HAVE YOU TRIED?

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Trx per Member</th>
<th>% of Full Membership doing Teller Trx</th>
<th>Average CU Membership size in Year</th>
<th>% Change in Teller Activity Year to Year</th>
<th>Members doing Teller Trx Average per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>3.41</td>
<td>28%</td>
<td>8,287</td>
<td>n/a</td>
<td>1,809</td>
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<tr>
<td>2009</td>
<td>3.32</td>
<td>27%</td>
<td>8,388</td>
<td>-0.77%</td>
<td>1,767</td>
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<tr>
<td>2010</td>
<td>3.28</td>
<td>27%</td>
<td>8,486</td>
<td>-0.58%</td>
<td>1,728</td>
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<tr>
<td>2011</td>
<td>3.22</td>
<td>27%</td>
<td>8,519</td>
<td>0.11%</td>
<td>1,721</td>
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<tr>
<td>2012</td>
<td>3.18</td>
<td>26%</td>
<td>8,734</td>
<td>-0.35%</td>
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<tr>
<td>2013</td>
<td>3.14</td>
<td>26%</td>
<td>9,143</td>
<td>-0.51%</td>
<td>1,682</td>
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<tr>
<td>2014</td>
<td>3.11</td>
<td>26%</td>
<td>9,398</td>
<td>-0.44%</td>
<td>1,660</td>
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<tr>
<td>2015</td>
<td>3.09</td>
<td>25%</td>
<td>9,675</td>
<td>-0.09%</td>
<td>1,662</td>
</tr>
<tr>
<td>2016</td>
<td>3.06</td>
<td>25%</td>
<td>9,942</td>
<td>-0.44%</td>
<td>1,634</td>
</tr>
<tr>
<td>2017</td>
<td>3.02</td>
<td>24%</td>
<td>10,247</td>
<td>-0.60%</td>
<td>1,614</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>3.18</strong></td>
<td><strong>26%</strong></td>
<td><strong>9,082</strong></td>
<td><strong>-0.41%</strong></td>
<td><strong>1,698</strong></td>
</tr>
</tbody>
</table>

% Membership Using Teller 10 YR Static Pool 2008-2017 - 71 CUs

- 28.1% in 2008
- 27.3% in 2009
- 26.7% in 2010
- 26.8% in 2011
- 26.5% in 2012
- 26.0% in 2013
- 25.5% in 2014
- 25.4% in 2015
- 25.0% in 2016
- 24.4% in 2017

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% Full Membership using Teller
**Ten Years at the Teller Line**

A complete, comprehensive analysis of transactions and the members who do them.

Ten years of data in a page - what can we learn from the changes we see over the past ten years?

We compared transactions and trends to identify areas for software development, member service improvement, and product introduction. Our findings have led to the implementation of new features that have enhanced the user experience and increased member satisfaction.

### STUDYING MEMBER HABITS AT THE TELLER LINE

How has the number of transactions changed over the years? What is the trend in the number of transactions per member per month? How has the average transaction size changed?

### Daily Volume by Hour – Member Visitors and Transactions

There are very subtle differences between the two volumes. To help illustrate the bigger picture, one month change from 2007 to 2017 is shown at the top of each graph with increase in red, and decreases in green. Values for actual distribution across the entire day are given for only the recent full year.

### Transaction Volumes and Membership Engagement

Transaction key is a categorization of those who are resident who performed within single-seller transactions. In this 12-month period, the top ten performers represent almost all transactions. In any calendar month of 2007 compared to the same calendar month of 2017. Check the key cards for the key cards for references. The key cards showing the percent change for each sell.

### Time Study of the Teller Line per Hour

There are very subtle differences between the two volumes. To help illustrate the bigger picture, one month change from 2007 to 2017 is shown at the top of each graph with increase in red, and decrease in green. Values for actual distribution across the entire day are given for only the recent full year.

### In Today's Member Using the Teller Line?

Yes, tell us carefully. The design of this page has increased by 10% to 15% compared to ten years ago. For some credit unions, it may seem as high as a 5% increase.

**Today's Teller Line**

In the past, tellers used to fill out paperwork for every transaction. Now, tellers can simply scan the member's card and the transaction is recorded automatically. This has significantly reduced the time spent on paperwork and increased efficiency.

**Transaction Distribution by Member Visit by Hour**

<table>
<thead>
<tr>
<th>Month</th>
<th>2007</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>123</td>
<td>134</td>
</tr>
<tr>
<td>July</td>
<td>123</td>
<td>134</td>
</tr>
</tbody>
</table>

**Summary of Teller Line Per Member**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Average</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>123</td>
<td>134</td>
<td>10%</td>
</tr>
<tr>
<td>2017</td>
<td>123</td>
<td>134</td>
<td>10%</td>
</tr>
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</table>
A CU*ANSWERS TEMPLATE FOR TELLER SERVICES

DOING SOMETHING WITH THE CURRENT CU*BASE TELLER LINE APPROACH
CEO STRATEGIC DEVELOPERS BOOT CAMP SEGMENT B: DESIGNING TELLER PLATFORMS FOR OUR FUTURE

“TELLER 3P” THREE NEW PLATFORMS FOR CU*BASE TELLER PROCESSING

- A teller system with a single Swiss-army-knife or kitchen-sink approach will not fit enough credit union tactical units any longer – now is the time to design a new approach to take to the future

- Our goal is to envision three distinct teller segments, each with independent approaches:

  1. **Soup-to-nuts** (S2N) – The next generation of our existing comprehensive teller platform

  2. **Basic** (KISS) – Across-the-counter teller tool, streamlined and simplified for today’s teller lines

  3. **Floating** – App for roving tellers, API-based to also support integrations to third-party teller platforms
Rather than start from a “blank page”, here’s what we’ve done so far

We started by splitting the project into two pieces

- Brainstormed on what to do with CU*BASE native code toolsets
  - Formed an internal team of about 10 key leaders from the Programming, Writing, QC, and GOLD development teams
  - Declared there are no sacred cows – everything is on the table
  - Focused on the KISS platform and on writing new software as the catalyst
  - Asked everyone to blue-sky dream and use their specific skills to create some prototype ideas

- Started market research to build a middleware platform for third-party teller integrations
  - Prepared data to discuss with CEOs for this week’s session

For the next two hours, let’s brainstorm to see what we need to get ready for the teller task force meeting (May 29-30)
LET’S START WITH OUR INITIAL CONCEPT BRAINSTORMING

Express Teller Mockups

Revised: Sept. 7, 2018

Remember these are blue-sky dreaming mockups only!
NOW FOR SOME GOLD DEVELOPER RAZZLE DAZZLE

Remember these are blue-sky dreaming mockups only!
### Express Teller - Find an Account

<table>
<thead>
<tr>
<th>Name</th>
<th>SSN/TIN</th>
<th>Relationship</th>
<th>Account #</th>
<th>Type</th>
<th>Primary Name</th>
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<td>48651</td>
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</table>

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NOW FOR SOME GOLD DEVELOPER RAZZLE DAZZLE

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<td>SMITH</td>
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<tr>
<td>SMITH</td>
<td>ROOM</td>
<td>Member (Individual)</td>
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<td>ROOM</td>
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Express Teller - Account List - Account # 192

Remember these are blue-sky dreaming mockups only!
BUILDING A PLATFORM FOR THIRD-PARTY TELLER INTEGRATIONS

MARKET RESEARCH
WHAT DO YOU THINK ABOUT WHEN IT COMES TO TELLER AUTOMATION?

LET’S BRAINSTORM
(30 MINUTES)

Let’s go around the room and get everyone’s approach to these ideas:

- In the last year, what have you studied (meaning you invested at least $1,000) as a possible solution for teller line automation?

- If CU*Answers put $100,000 into a research project to identify the generic needs of a teller kiosk solution, what vendors would you hope we include in the study?

- True or False: Investments in teller kiosks and even remote teller tactics are a short-term compromise with the fact that you should be eliminating teller line capacity on the way to having none

(Can or should you even answer this question in public?)
WHERE DO WE TAKE THIS RESEARCH?
2019 BOUNTY PROJECT

EARN UP TO $30,000!

It might look like one of our usual occasional contests, but it’s based on a belief in including everyone in the economic benefits of doing the work.

Engage your most creative teams to earn up to $30,000!

- $7,500 each for the winning vision of how platforms 1, 2, and 3 should look and function
- $2,500 for one honorable mention for each platform

But for anyone to win, we must receive at least 5 submissions for each platform.

Proposals will be accepted

January 1 to March 31, 2019
WHAT’S NEXT?

BOOT CAMPS ARE ALL ABOUT ASSIGNMENTS...

Your assignment today is to send me an email on your takeaways from this early conversation.

We’re going to work with 25-40 CUs who will take this to the next tactical level and drive some key projects in our CUSO in 2019-2020.

What would you focus on?

Look for all of the emails to be posted by mid-January 2019.
Let's take a few minutes and envision your email...
or maybe you can get started at tonight's networking session.
2018 CEO Strategic Developers Boot Camp