

DESIGNING TELLER PLATFORMS FOR OUR FUTURE

TELLER P3



WHAT ARE WE GOING TO DO ABOUT TELLER SOLUTIONS?



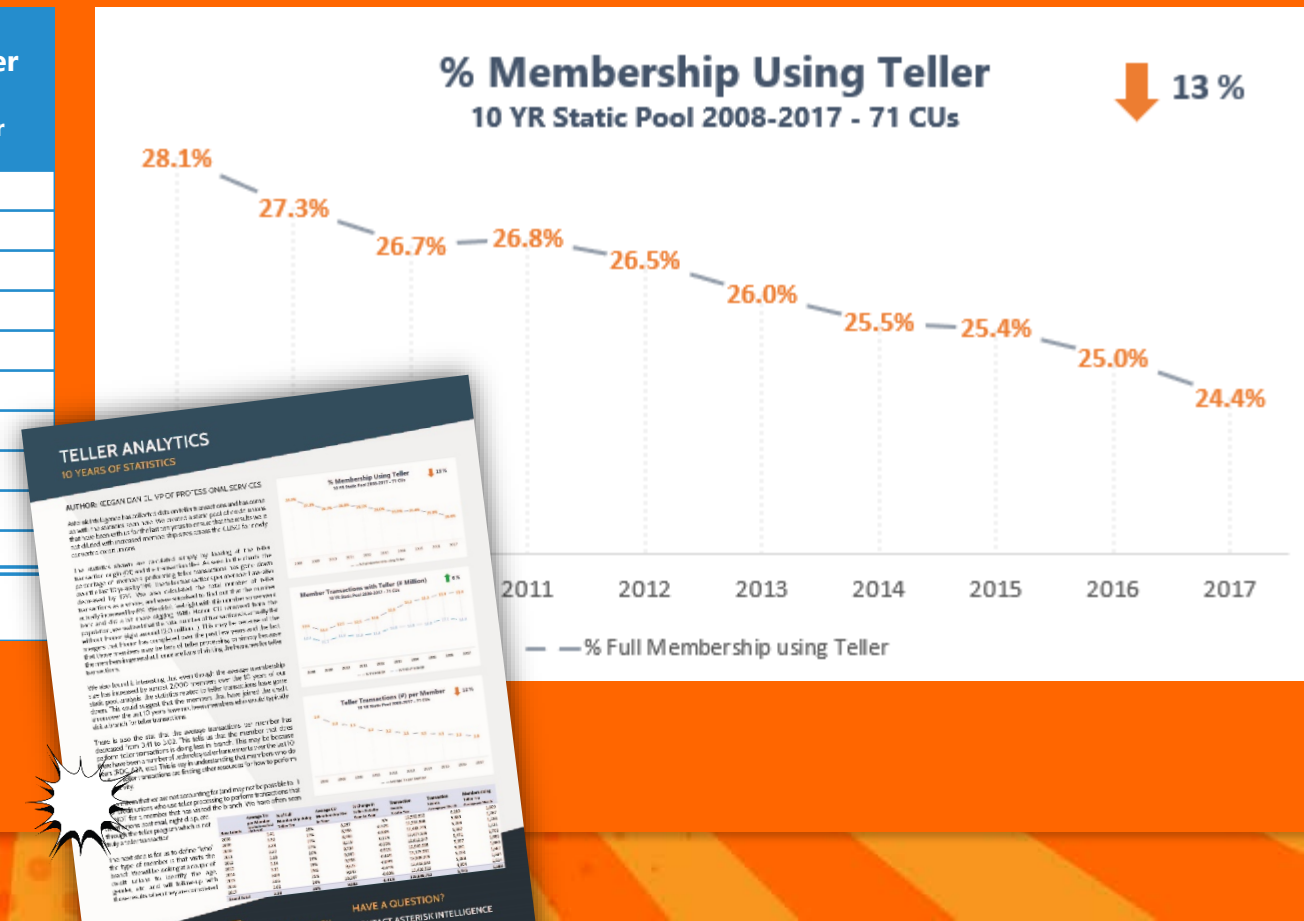
- Talking about long-term strategy can be uncomfortable if the conversation doesn't include the status quo and those who are vested in it
 - Balancing short-term investments with long-term designs might not add up
- Today's teller audience is different from ten (or even two) years ago
 - How have you 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?

Can you hold these conversations inside your organization?

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?

	Average Trx per Member	% of Full Membership doing Teller Trx	Average CU Membership Size in Year	% Change in Teller Activity Year to Year	Members doing Teller Trx Average per Month
2008	3.41	28%	8,287	n/a	1,809
2009	3.32	27%	8,388	-0.77%	1,767
2010	3.28	27%	8,486	-0.58%	1,728
2011	3.22	27%	8,519	0.11%	1,721
2012	3.18	26%	8,734	-0.35%	1,702
2013	3.14	26%	9,143	-0.51%	1,682
2014	3.11	26%	9,398	-0.44%	1,660
2015	3.09	25%	9,675	-0.09%	1,662
2016	3.06	25%	9,942	-0.44%	1,634
2017	3.02	24%	10,247	-0.60%	1,614
Grand Total	3.18	26%	9,082	-0.41%	1,698



WHAT ARE WE GOING TO DO ABOUT TELLER SOLUTIONS?

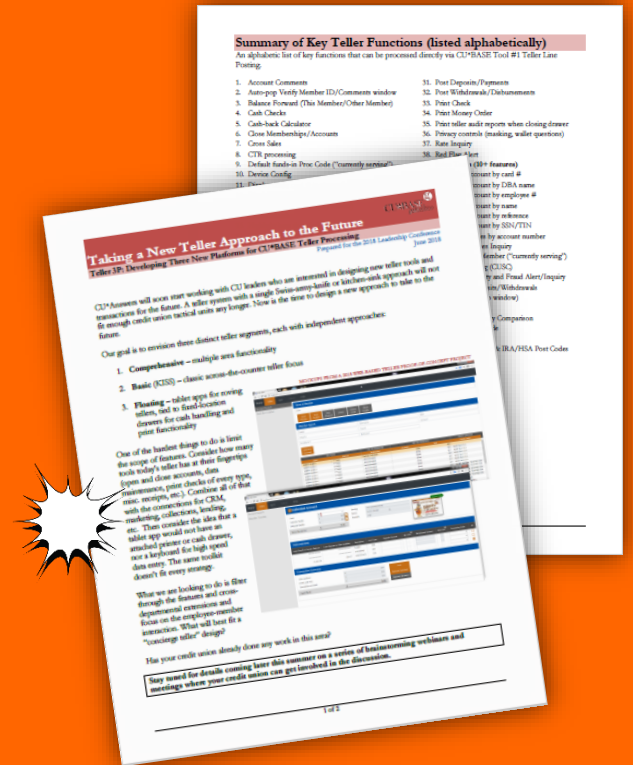
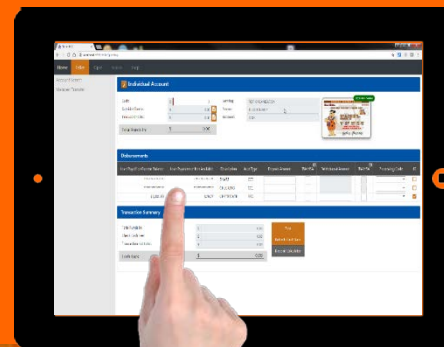
ASKING THE CROWD HOW TO REORGANIZE THE LEGOS MIGHT NOT BE THE MOST EFFECTIVE WAY TO CREATE NEW MODELS



CEO SOLUTION 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. **Comprehensive** – multiple area functionality
 2. **Basic** (KISS) – classic across-the-counter teller focus
 3. **Floating** – tablet apps for roving tellers, tied to fixed-location drawers for cash handling and print functionality



Watch for news about how we will include your staff in the brainstorming later this summer!

WHAT DO YOU DO WITH 125 LEGO BLOCKS?

ALL SET UP TO AVOID EXITING THE TOOL

- Our current teller platform is the result of the natural evolution of a crowd simply adding to a paradigm
 - Potentially a tool defining a strategy instead of strategy in search of a tool
- This exercise is about knowing the difference between when “more is more” and when “less is more”
- Then we’ll add any Legos that are missing, create independent workflow configurations, and apply the mechanics of the hardware and communications

Summary of Key Teller Functions (listed alphabetically)

An alphabetic list of key functions that can be processed directly via CU*BASE Tool #1 Teller Line Posting.

- | | |
|--|--|
| 1. Account Comments | 31. Post Deposits/Payments |
| 2. Auto-pop Verify Member ID/Comments window | 32. Post Withdrawals/Disbursements |
| 3. Balance Forward (This Member/Other Member) | 33. Print Check |
| 4. Cash Checks | 34. Print Money Order |
| 5. Cash-back Calculator | 35. Print teller audit reports when closing drawer |
| 6. Close Memberships/Accounts | 36. Privacy controls (masking, wallet questions) |
| 7. Cross Sales | 37. Rate Inquiry |
| 8. CTR processing | 38. Red Flag Alert |
| 9. Default funds-in Proc Code (“currently serving”) | 39. Sales Tools (10+ features) |
| 10. Device Config | 40. Search for account by card # |
| 11. Display credit card # in place of account desc | 41. Search for account by DBA name |
| 12. Display nicknames in place of account desc | 42. Search for account by employee # |
| 13. Drawer Control/Audit (my drawer) | 43. Search for account by name |
| 14. Global Search | 44. Search for account by reference |
| 15. Highlight base share below par | 45. Search for account by SSN/TIN |
| 16. Highlight share accounts with negative balance | 46. Search for names by account number |
| 17. In-House Checks (counter-kill) | 47. Secondary Names Inquiry |
| 18. Membership Designation Procedures | 48. Serve Another Member (“currently serving”) |
| 19. Misc. Advances | 49. Shared Branching (<u>CUSC</u>) |
| 20. Misc. Receipts | 50. Suspicious Activity and Fraud Alert/Inquiry |
| 21. Name ID verification | 51. <u>TCR</u> /TCD Deposits/Withdrawals |
| 22. Negative balance teller override | 52. Tiered Points (info window) |
| 23. Next Suggested Product | 53. Tracker Review |
| 24. Non-Member Services | 54. Transaction Activity Comparison |
| 25. Online Banking (p/w resets, info window) | 55. Transaction Override |
| 26. Open Memberships/Accounts | 56. Transfers |
| 27. Outside Checks | 57. Update Trans Desc & IRA/HSA Post Codes |
| 28. Outside Checks with auto holds by <u>R&T</u> /amount | |
| 29. Phone Op & Member Inquiry (60+ features) | |
| 30. Photo ID pop-up window | |

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

*Details will be announced at the CEO Strategic Developers
Boot Camp in November*

**Speaking of contests, let's see how the
eSignature \$10K contest is going...**