

3 Unique Strategies to Redefine the Digital Experience



Introduction

- What is a “Digital Experience?”
 - Meeting the member where they are
 - Delivering the same personalized interaction regardless of channel



Digital Banking Success

- What does Success Look Like?
 - Make it Engaging – Cause the member to interact, create stickiness
 - *Keep their attention for more than 5 seconds or a single transaction. What else can you do for them?*
 - Drive Positive Change – Make the experience worth the time
 - *Improve their financial well being, educate them, enable them to save for that big trip*
 - Keep it Conversational – The experience should be the same regardless of channel
 - *Know who I am, make relevant offers and recommendations*
 - Make it Seamless and Intuitive – Each user journey should make sense
 - *Don't deliver services in isolation. Think about what's next after each interaction and take them there*

How to Digitally Engage



Digital Success Starts with
Understanding your Member



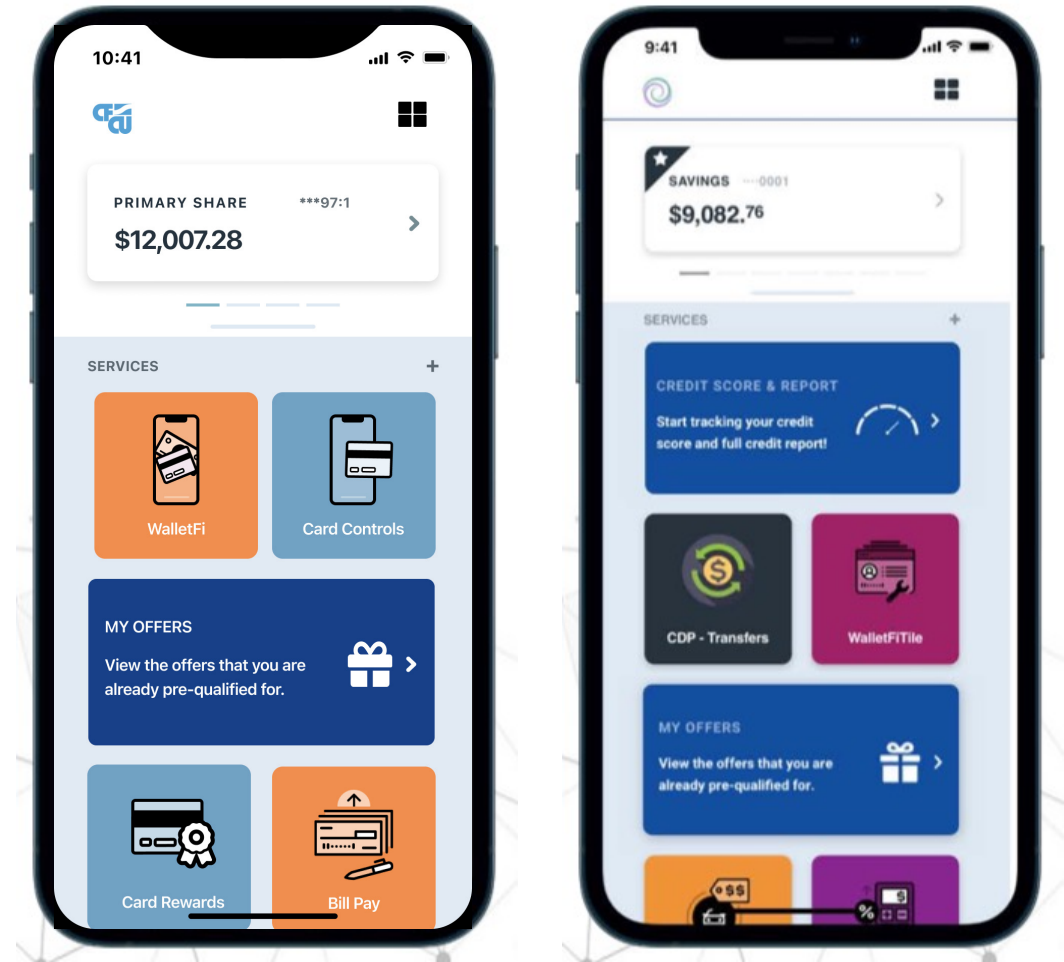
Member Need Must Drive the Digital
Experience NOT Partner Capabilities



Each Member is Unique, Their
Experience Should be too

Constellation & The Fintech Partnership Approach

- We believe Fintech Partnership is the Key
- Empowers anyone to create services or access them from a marketplace of diverse providers
- Enables the selection and delivery of a unique, customized set of **INTEGRATED** services to support your members



Why this Model?

- Credit Unions

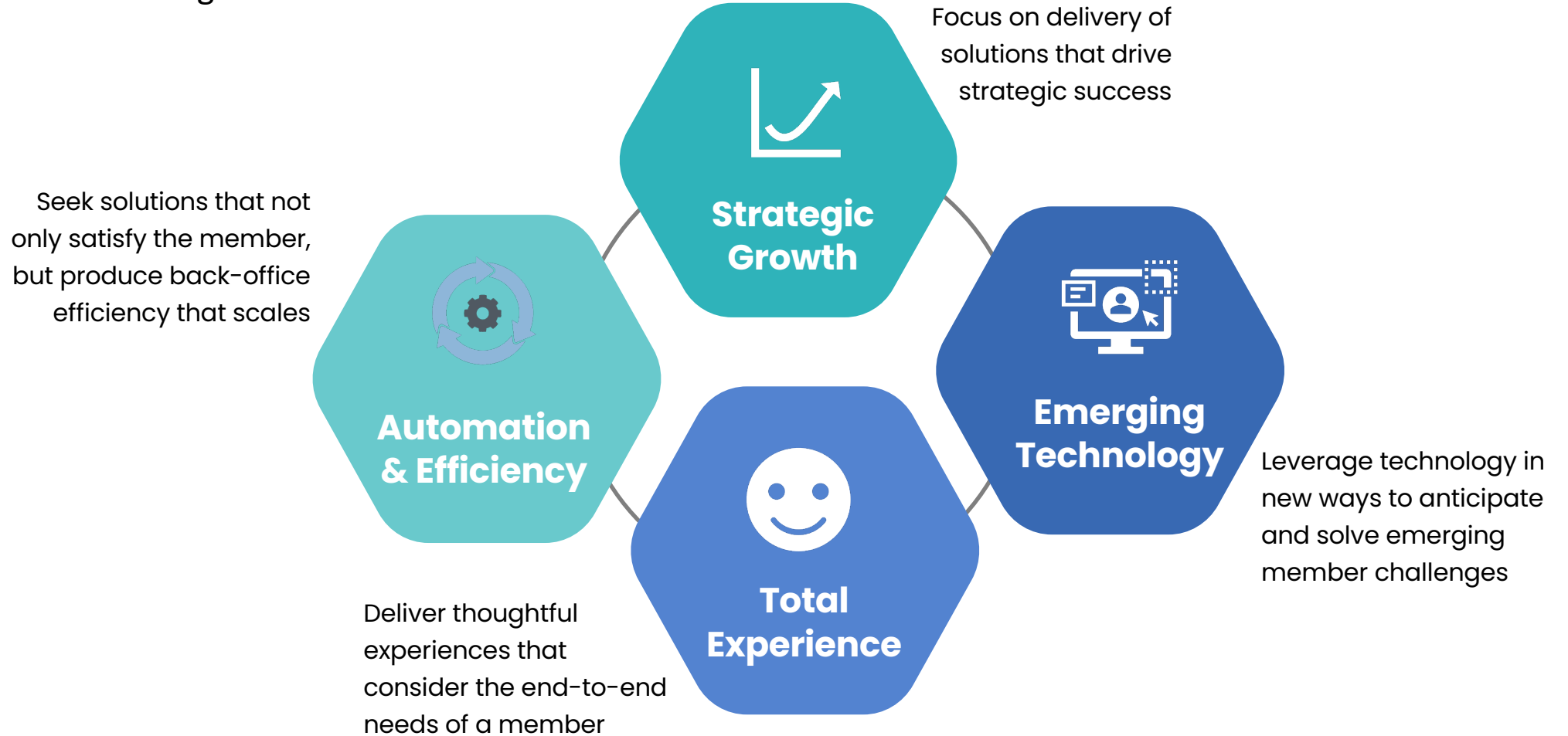
- Ultimate choice of provider/solution
- Custom solution that best suits your membership
- You drive the implementation and delivery model
- You dictate the timeline
- Exposes new services and providers to your credit union and ultimately, your members

- Fintechs

- Ready access to a growing audience of credit unions through a single relationship
- Opportunity to leverage the platform and its capabilities
- Opportunity to partner with other service solutions to enhance your own offering

reDefining the Digital Experience

Leveraging MDC's 4 Strategic Pillars



3 Unique Approaches

Ciphertext Solutions is supporting our credit union's strategic growth objectives by delivering leading edge services (tiles) on our platform that anticipate and fulfill member needs

FinGoal & Yodlee are introducing new efficiencies into the digital delivery model by aggregating external account access at the platform level eliminating the need and expense for multiple aggregation relationships.

Atando is focused on the total member experience through chatbot, live agent, SMS/Text, voice and smart speaker banking capabilities. Through Constellation's powerful WebAPI, they leverage the true power of the platform to gracefully carry the member from service to service.

Card Controls & Digital Card Issuance

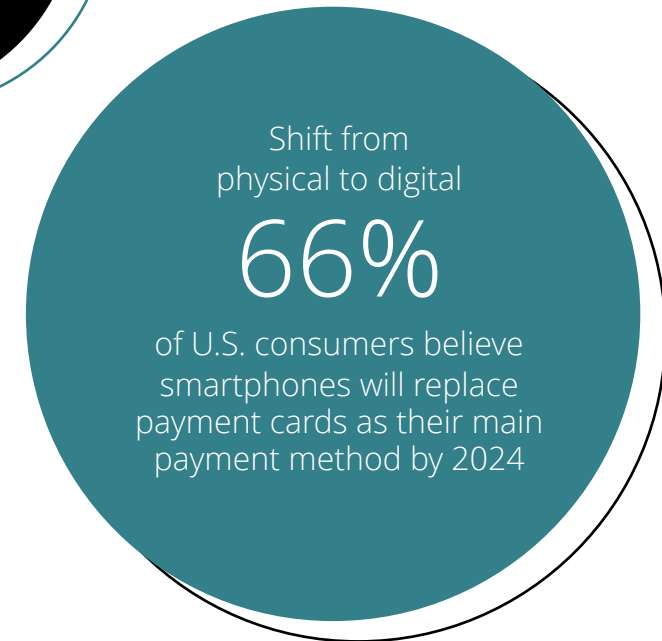
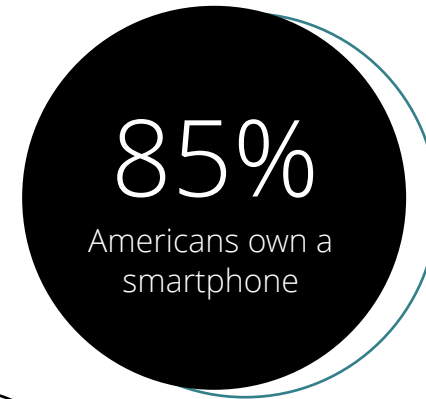
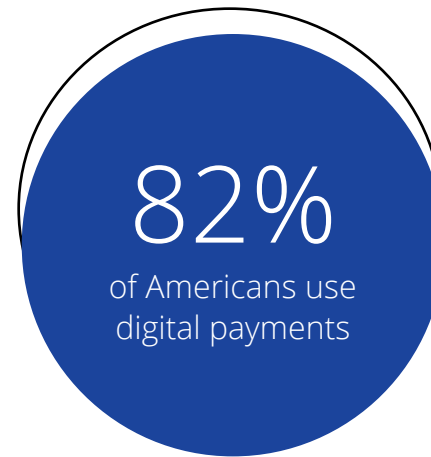
- Ciphertext Solutions will present an opportunity for credit unions to grow their card portfolios by attracting new cardmembers with innovative enhancements like integrated card controls, digital issuance and provisioning of cards to the digital wallet.
- Ciphertext's service demonstrates a true app-based experience on Constellation with the added benefit of delivering straight to digital wallet provisioning of cards – a feature not found on any other major digital banking platform today.



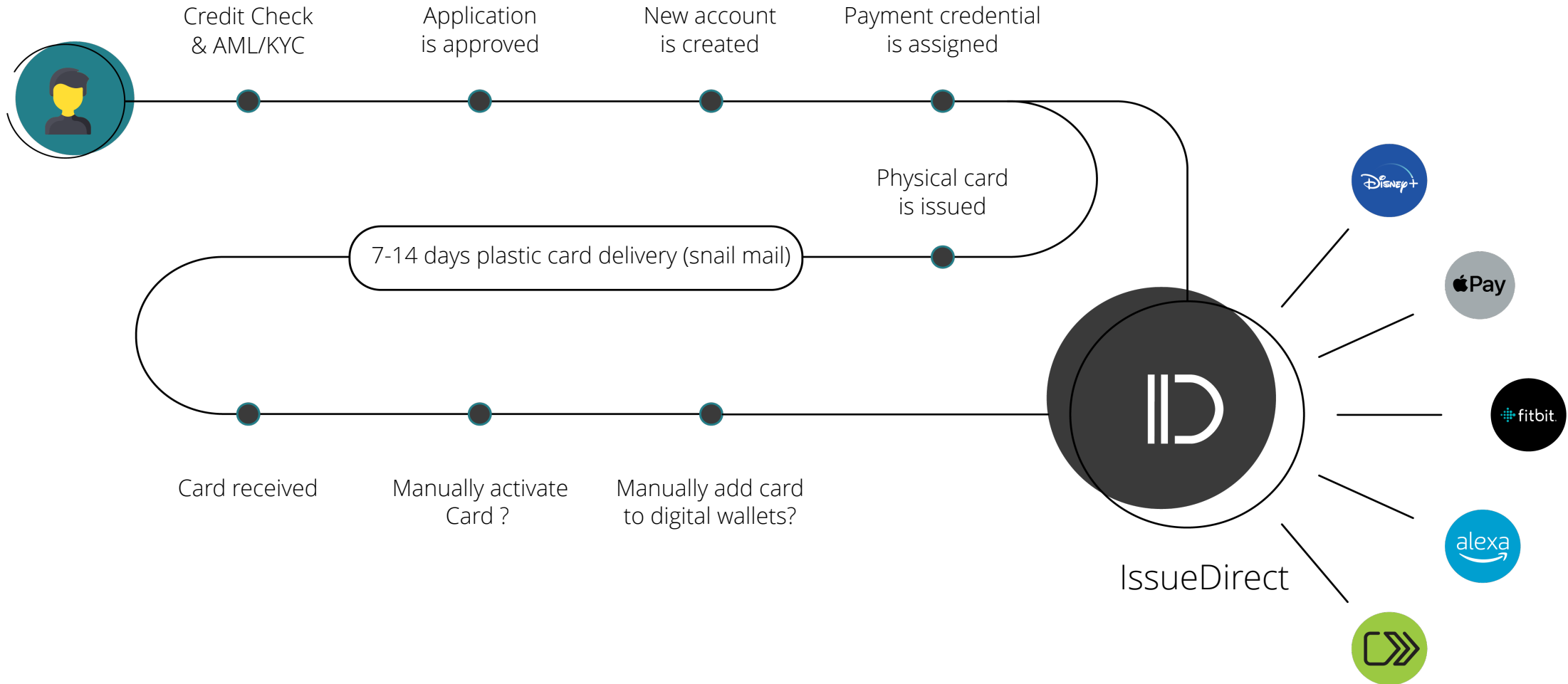
CIPHERTEXT
SOLUTIONS

Payment landscape

Cash is no longer King: For the first time, payments using mobile wallets overtook cash payments on in-store purchases on a global basis last year. It means traditional banking must undergo a change to keep up with members' expectations.



Shortcut to spend and top-of-wallet



Digital-First member experience



Instant Access

Provide real-time access to new or replacement cards (lost, stolen, damaged)



Account Management

Manage payments, controls, alerts, and spend management tools on all payment accounts.



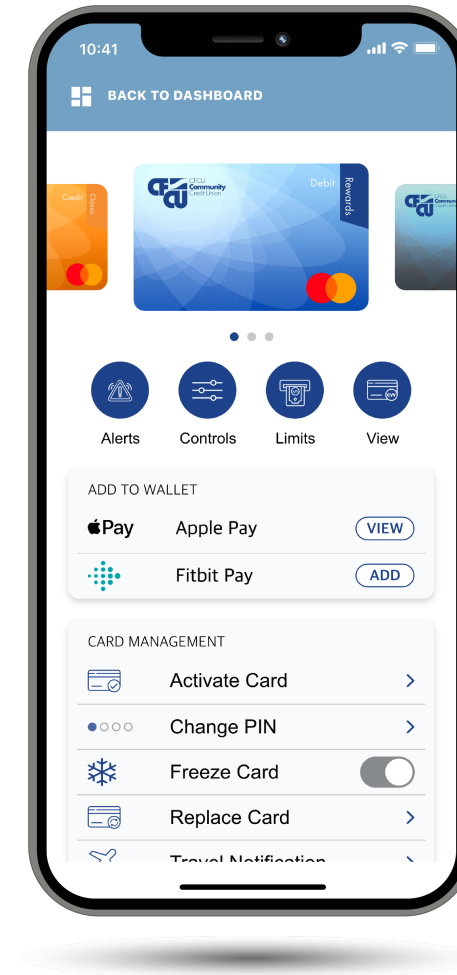
Improved Experience

Easily view credentials in wallets, devices, and CoF merchants to simplify money management



Added Security

No PAN, expiry date or CVV2 to lose; added security from network tokenization, strong authentication





ISSUE➤DIRECT



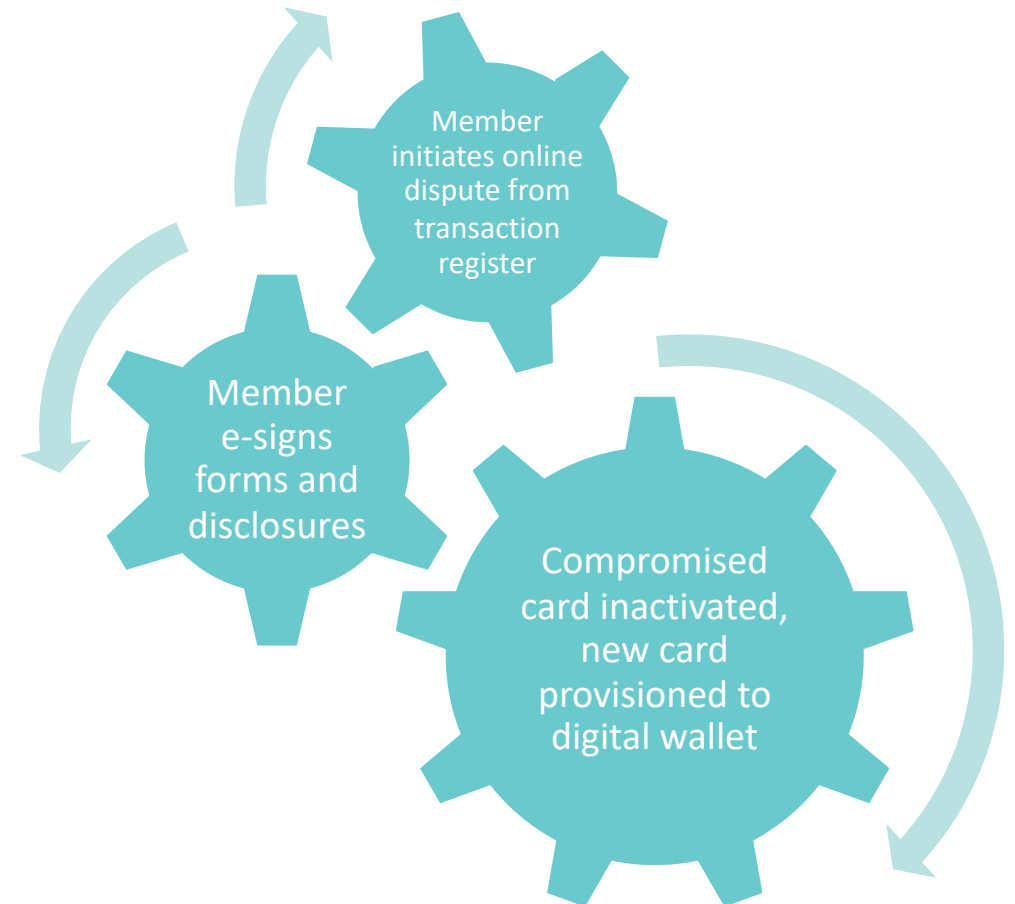
Want to learn more?
Text ciphertext to 474747



CIPHERTEXT
SOLUTIONS

Extending the Partnership

- Through partnerships with other fintech providers, our credit unions can extend the services being offered by Ciphertext to enable:
 - Dispute Initiation & Management
 - eSignature of Forms and Disclosures
 - Archive of documents to cold storage systems
 - Debt Management Solutions
 - Financial Education



Platform Level Account Aggregation

- FinGoal & Yodlee are helping to drive efficiency into the delivery model
- Our platform level aggregation solution eliminates the need for credit unions to pay for multiple costly aggregation feeds with each 3rd party service
- Products such as account opening, financial wellness, insights and subscription management can all share the same data source
- Members link external accounts once – that data can be leveraged by any service on the Constellation platform



Linking Off-Us Accounts

- Up to an **80% Cost Reduction** by eliminating redundant connections
- Members Get to Safely Link Once and Use Across Multiple Tiles
- Open Banking First ... ~~Screen-Scraping~~
- Credit Union Gets Secure Access to 360° views of a Member's Financial Life

Platform Level Aggregation

Linking Accounts Demo



Learn more at fingoal.com

or text:

linkmoney to 474747

Automation & Efficiencies – Linking Off-Us Accounts

PFM

Round Up

**Acct to
Acct
Transfers**

**Digital
Account
Opening**

**KYC
AML**

**Card
Switching**

**P2P
Transfers**

Billpay

**1099
Apps**

**SMB
Apps**

Invoicing

**Credit
Monitoring
Improvement**

**Asset
Verification**

**Retirement
Rollovers**

**Wealth
MGMT**

Platform Level Aggregation

Want to learn more?

Text: linkmoney to 474747



Intelligent Member Support

Atando's member experience platform allows your members to get questions answered and tasks accomplished instantly in a conversational way through AI assistants and human live chat agents. The focus for Atando is creating positive member experiences, while reducing servicing costs.

- **Bot Accuracy:** Our bots are at 90% or above in terms of responding to members.
- **Cost Containment:** On average, 75% - 90% of conversations are handled by Atando AI Chatbots without escalating to a human agent.
- **Multi-Language:** Let members communicate in their preferred language with your chatbot and agents who are single-language skilled



True Fintech Collaboration

- One of the unique characteristics of the Constellation platform is the ability for fintech partners to collaborate to produce seamless, engaging user journeys.
- Services don't exist in isolation
- Atando is a true testament to that promise
 - Integration with Wave 2 for Location Finder Services
 - Integrating with Coconut Software for Appointment Scheduling
 - Integrating with POP i/o for video banking handoff
 - Integration with Constellation's WebAPI for secure off platform data access

Case Study: Member Engagement

Appointment Scheduling

Schedule a video call or in person appointment with a lending agent straight from a chat

Live Agent

Take a chat conversation over to a live agent for more personalized support

Location Finder

Ask for the nearest ATM via chat and be presented with a live map of locations



Marketing Offers

Receive timely credit union product offers during the chat session

Education & Training

Engage with relevant, context-sensitive media-based educational content

External Channels

Check balances and more from external channels such as smart speaker or text.



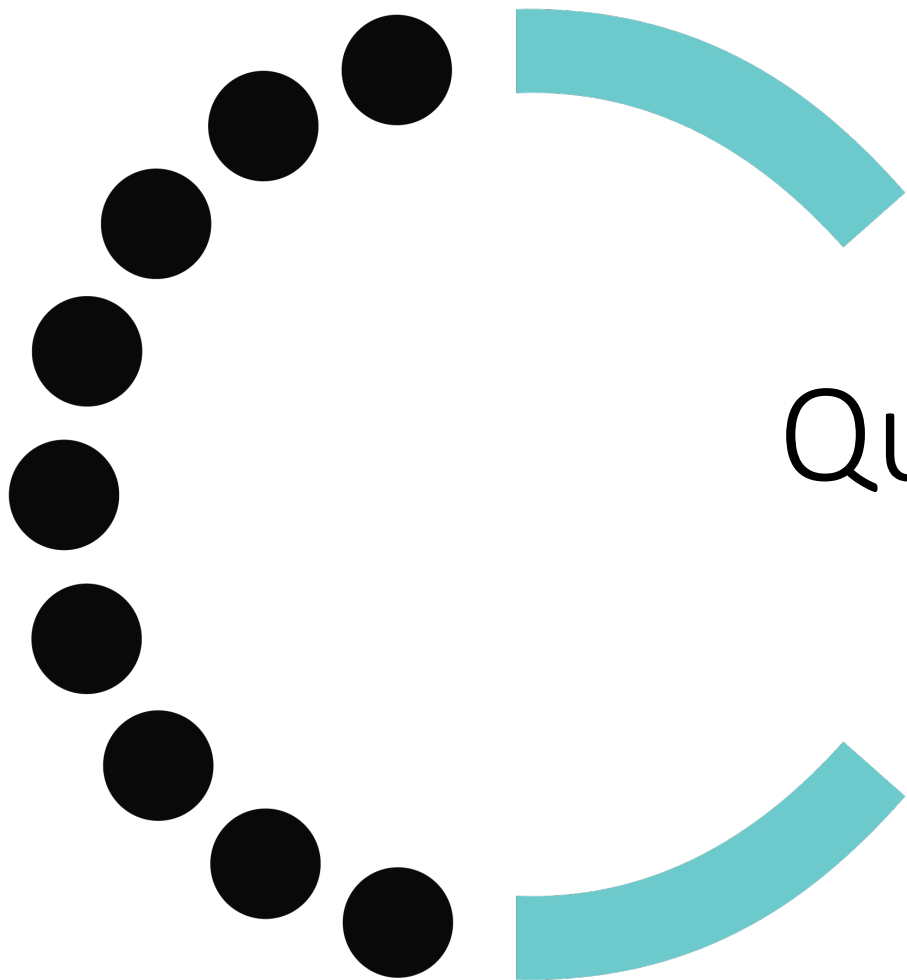
atando

Want to learn more?
Text: atando to 474747



Want to ReDefine Digital Banking for
your Credit Union?

Text: constellation to 474747 to learn
how easy it can be



Questions?

Thank you!!