



The Powerful ROI from Intelligent Engagement

Knowledgeable, timely outreach to consumer, business and wealth customers with intelligent insights, financial recommendations and events enables financial institutions to acquire, deepen, and grow profitable relationships.

Meet Customer Expectations:

Customers expect bankers to understand their relationship with the bank and want their primary banker to proactively offer relevant insights and solutions for their business.

Increase Purchase Intent:

Banks that deliver intelligent, insightful experiences can expect customers to reward them with significantly higher intent to purchase additional products and services.

Generate Referrals:

Business owners are much more likely to refer another company to a bank that delivers timely, intelligent recommendations.

Build Loyalty:

Bankers that understand their customers' businesses and provide tailored solutions lead far more often to exclusive primary bank relationships.

The clear message is that deploying a banking specific customer engagement solution with timely events and insights for next best conversations delivers a powerful return on investment in the form of higher share of wallet, greater loyalty and increased referrals.

The research cited below is based on an August 2017 Barlow Research Associates Flash Panel, sponsored exclusively by BankSight (a Bottomline company), and investigates small business owner response to proactive, timely insights and recommendations from their bankers.

- 132 Companies from Barlow Research Flash Panel with annual revenue from \$100,000 to < \$10 Million
- Combination of close-end and open-end research questions
- Fielded online August 2017

Quotes included are responses from the research panel.

Introduction

Customer expectations are increasing. Megabanks and non-bank Fintech providers are making investments in smart digital solutions to enhance customer experiences.

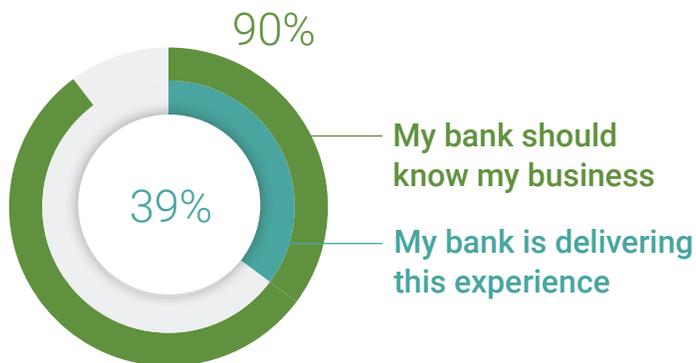
Community and regional banks and credit unions struggle with creating a single view of the customer and with identifying key customer milestones and events that signal opportunities to deepen relationships and cross-sell.

Voice of the customer research illustrates the positive impact that proactive, intelligent and relevant outreach has on customer loyalty, subsequent purchase decisions and the likelihood of customers to refer other business to the bank.

It is more important than ever to quickly deploy a cost-effective, low-risk solution to meet the growing competition for your customer's wallet.

A banker's understanding of a customer's banking relationship is critically important.

In a recent Barlow Research panel of small business decision makers, more than **90%** agree that their bank representative should know the specifics of their bank relationship. However, only **39%** feel that their bank is superior at delivering this experience.



*"The more my primary contact knows about my business, the more I feel my bank would be in a **supportive and guidance role to help me make better decisions**. I would be very much more likely to use their products and services exclusively."*

*"If my primary banker showed he/she knows my business well enough to **tailor solutions specific to my business**, it would dramatically influence our decisions to maintain a relationship with the bank."*



More than **80%** of panelists expect their banker to understand how money moves through their business.

Proactive outreach with timely recommendations drives confidence, loyalty and purchases of additional financial services.

Of the panelists in the Barlow Research Associates Flash Panel, **84%** agree that they want their primary banker to proactively offer solutions, insights, and offers. Beyond that, **86%** agree that a banker that understands their relationship and contacts them with timely, meaningful recommendations would increase their confidence in that bank. More than **75%** agree that their bank's understanding of their entire relationship and reaching out with timely recommendations would lead to the purchase of other products and services from that bank.



Want proactive insights



Increased confidence in bank



Will purchase additional products

*"I had a bank that did not understand our business and was very difficult to work with. I switched to another bank and was impressed that in a very short time they knew way more than the old bank about our business. Because **they understand the nature of our business and customers, they are a joy to work with.**"*

Noticing atypical activity or trigger events such as unexpected fees or large deposits, and reaching out for a conversation with recommended solutions can have a powerful effect on a customer's banking decisions.

Bankers' understanding of their customers and insightful, timely outreach leads to referrals to other businesses.



86% Likely to Refer Business

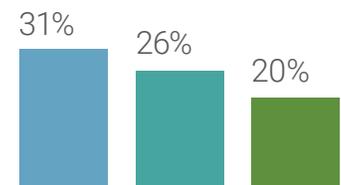
86% of panelists strongly agree that they would refer other companies to a bank that was superior at proactively suggesting solutions to their financial services needs.

*"If my primary bank reached out to me about programs or accounts that may benefit my business, it would show they are proactive and care about our account. **I would definitely do all business if possible through them and refer others because of the service.**"*

Conclusion

- It is important and strategic to invest in improvements in customer understanding and effective outreach with timely intelligent recommendations.
- The key is to choose a solution that can be deployed quickly and risk-free.
- The gap in customer expectations versus current banker performance leaves under-performing banks vulnerable. Tangible revenue and increases in customer loyalty and referrals are generated from delivering effectively.
- The ROI from deploying an intelligent engagement solution can be 250%+, and the intangible benefits are significant.

CUSTOMER EVENT NOTIFICATION



Top Responses:

31% would increase business/use bank elusively/increase loyalty.

26% say this would solidify their banking relationship.

20% would have increased confidence and trust in the bank.

Customer Engagement Best Practice

*"Having a strong relationship with your bank gives you that **extra security** of knowing they are watching if something unusual happens, and if they can make suggestions for avoiding fees or taking advantage of offers, all the better. **It makes you feel they are working for you.**"*

Given the compelling data behind the value and ROI of intelligent cross-selling, what is the best practice for ensuring a successful, efficient and cost-effective Customer Engagement initiative?

Here are 5 key components for success:

- 1. Easy Access to Data:**
Use routine data extracts from your bank's core systems, data warehouse and/or other customer or marketing systems. Mask or hash any PII data. Time consuming, expensive systems integration is not needed.
- 2. Bank-Specific Data Organization:**
Leverage a party model purpose-built solely for banking data that includes financial accounts, household and professional relationships, credit data, assets and products serviced by third parties.
- 3. Stunning User Interface:**
Display a customer's single view in a simple, responsive user interface. Make it easy for bankers to scan a quick customer overview, key customer details and relationships, timely events, and intelligent customer insights. Ensure it is email, text or mobile enabled.
- 4. Next Best Conversations:**
Apply machine learning to personalize next best actions for each business or individual customer. Automatically learn from the results to continuously improve future actions ranging from financial events and life milestones to product and service recommendations.
- 5. Actionable Reporting:**
Display the results of your banker outreach and granular performance in a simple-to-digest Customer Insights Dashboard that helps managers coach their relationship bankers on how to best use the best use the customer engagement platform to deepen relationships to deepen relationships.

*Barlow Research Syndicated Study - Small Business Rolling 4 Quarter Data 2Q2016-1Q2017



Connect with us



About Bottomline Technologies

Bottomline Technologies (NASDAQ: EPAY) helps make complex business payments simple, smart, and secure. Corporations and banks rely on Bottomline for domestic and international payments, efficient cash management, automated workflows for payment processing and bill review, and state of the art fraud detection, behavioral analytics and regulatory compliance solutions. Thousands of corporations around the world benefit from Bottomline solutions. Headquartered in Portsmouth, NH, Bottomline delights customers through offices across the U.S., Europe, and Asia-Pacific.

For more information, visit www.bottomline.com.

© Copyright 2019. Bottomline Technologies, Inc. All rights reserved. Bottomline Technologies and the BT logo is a trademark of Bottomline Technologies, Inc. and may be registered in certain jurisdictions. All other brand/product names are the property of their respective holders. REV 073019LM

Corporate
Headquarters
325 Corporate Drive
Portsmouth, NH 03801
United States of America

Phone: +1-603-436-0700
Toll-free: +1-800-243-2528
Fax: +1-603-436-0300
info@bottomline.com

Europe, Middle East, Africa
Headquarters
115 Chatham Street
Reading, Berkshire RG17JX
United Kingdom

Tel (Local): 0870-081-8250
Tel (Int): +44-118-925-8250
Fax: +44-118-982-2253
emea-info@bottomline.com

Asia Pacific
Headquarters
Level 3, 69-71 Edward Street
Pyrmont, Sydney NSW 2009
Australia

Tel: +61-2-8047-3700
Fax: +61-3-9824-6866
ap_info@bottomline.com