How to Turn Your Frontline into **Superior Digital Advocates**

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Introduction

As financial institutions continue on their digital transformation path, the focus is changing.

While driving customer adoption remains key, delivering exceptional digital customer experiences has become essential for staying competitive in today's banking sector. Despite the shift towards digital channels, frontline staff continue to represent the face of most financial institutions, playing a crucial role in how customers perceive your bank or credit union.

Institutions that equip their frontline staff with the necessary knowledge and confidence to effectively promote and support digital offerings will flourish. Conversely, those that fail in this regard risk driving customers back to physical branches. The pressing question is: How can financial institutions ensure their frontline staff possess a thorough understanding of their fintech offerings?

This report will explore the challenges of cultivating a digitally fluent workforce and propose strategies for transforming frontline staff into digital product ambassadors.

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3 Obstacles to Driving Digital Fluency

1 | Concerns About Job Security

The biggest challenge financial institutions face in creating a digitally fluent frontline is job security. Something that often comes up in conversations with frontline staff is that they worry that digital banking technologies are going to eliminate their jobs.

Faced with potential obsolescence, many staff members will resist new technology and cling to traditional ways of servicing customers. For FIs that are trying to transform, this is a real problem.

61%

Anxious about
new technology[1]

59%

Concerned about impact of
automation on job security[2]

49%

Fear change relating
to digital transformation[3]

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2 | Lack of Training

Many financial institution employees don't manage their finances with their employer, so they aren't necessarily familiar with their employer's fintech. And if they're not familiar with it, it's virtually impossible to support customers who are trying to learn to use digital products.

Moreover, no employee is going to recommend a digital product that they don't know how to use because they lack the knowledge or confidence necessary to answer member questions about the tech.

> "
>
> Confidence and ease are key traits in staff members leading [digital advice] conversations.[4]
>
> — *Independent Banker*

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3 | Lack of Support

The last obstacle is that frontline staff often lack support tools. In order to provide an exceptional customer experience, staff need tools to help them teach customers how to use the technology, and support them when they're having problems.

> " The greatest inhibitor to digital transformation initiatives is low digital literacy or expertise among employees.[5]
>
> — *Forbes*

A Proven Strategy for Overcoming These Challenges

So how can you overcome these obstacles and change staff behaviour?

The obvious answer to overcoming staff objections is better training.

However traditional learning tools aren't always the best suited for the job.

To get the long-term retention results you need to change employee habits, the goal is to have employees engage in brief daily training sessions, ideally around five minutes each day, as opposed to lengthy six-hour sessions every six months.

Unfortunately, traditional learning tools often lack the engagement and appeal needed to encourage regular employee participation, let alone motivate them to return for daily training.

To turn staff into digital ambassadors, you need a training strategy that:

- Quickly teaches the basics
- Lets employees practice using products
- Builds confidence when recommending products
- Encourages repeat engagement

1 | Make it Fun (and Fast) to Learn the Basics

If you want employees to make recommendations about your digital products, they first need to (a) be confident in their understanding of how they work, and (b) believe in the benefits those products bring to customers.

However, to teach employees the benefits of digital products and the basics of how they work, you first need to get them engaged and motivated to learn.

The problem is financial management isn't the most exciting subject. Engagement can be a real issue when training staff on digital products.

> **42%**
> of employees describe the training they receive as "boring" and "useless".[6]

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One modern learning tactic that addresses this problem is game-based learning.

It improves engagement by making learning fun. Game-based learning leverages a level-based structure and narrative, creating intrinsic motivation for continuous learning. Through various game modules, you can effectively teach employees about the features and advantages of your fintech products.

Additionally, you have the flexibility to create levels that build upon basic knowledge, allowing employees to acquire more information gradually without feeling overwhelmed. Because this training approach is enjoyable, employees are inclined to invest longer periods in learning, resulting in heightened engagement and improved retention rates.

"

Game-based learning is inherently bite-sized, making it easy to add courses as technology or priorities change.[7]

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Improve Learning Outcomes & Reduce Training Time with Game-Based Training

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Improve Training Effectiveness

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2 | Teach Staff How to Use Digital Products

If you want employees to confidently recommend your digital products, they must first be proficient in using and explaining them

After all, people are unlikely to recommend something they don't fully understand.

This is where technology walkthroughs prove invaluable. They serve as excellent reference tools for support staff, and the repetitive use of these walkthroughs plays a significant role in changing staff behavior.

In essence, learning about product features is just the initial step; it is through repetition that confidence is truly built.

30

Employees who can run through a technology walkthrough in under 30 seconds are significantly more likely to recommend that product.[7]

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3 | Let Staff Practice Recommending Digital Products

Once employees are confident in their understanding of your digital products, it's time to teach them to promote those products to customers.

Employees need to know how and when to talk to customers about the digital products that fit their needs. This requires specific training, as customers don't just walk up and lay out their problems. Employees must be trained to spot opportunities to recommend digital products.

Role-play scenarios are a great way to build confidence. They simulate real-life interactions and, when done well, allow staff to practice evaluating customers' needs and recommending products naturally within life-like interactions.

Role-plays also serve as a proving ground for knowledge acquired in earlier training sessions. Do employees understand the digital products well enough to make accurate recommendations? Allowing staff to practice recommending products in a safe environment not only builds their confidence but also makes it less intimidating for them to do so in their day-to-day activities.

> Among customers who used a traditional channel in the past three months, **25%** were interested in accomplishing the same task digitally. This presents a win-win opportunity: by proactively finding digital-ready customers and encouraging them to explore online and mobile options, financial institutions give members the benefits they seek while reducing service costs.[8]

4 | Give Staff Support Tools

Even if staff are well trained on your fintech, they'll have trouble supporting customers if they don't have the right tools.

The most effective approach is to create a searchable online hub featuring technology walkthroughs and simulations accessible to both customers and frontline staff. Equipped with this resource, staff can swiftly pinpoint customers' issues, providing timely and relevant assistance. This strategy of quickly resolving customer problems will minimize frustration and significantly enhance the overall customer experience.
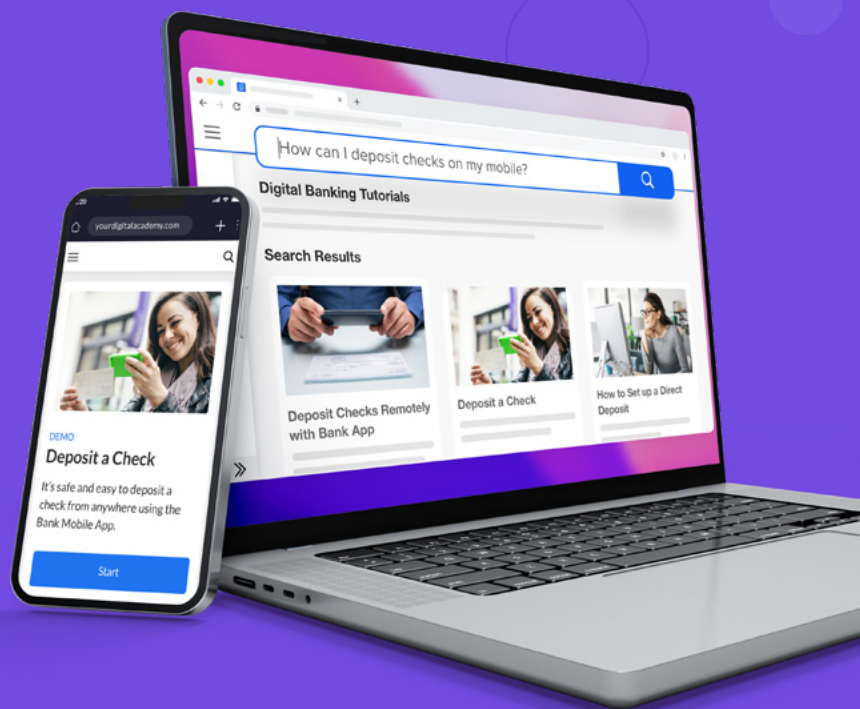
Digital Academy™

Empower Staff | Support Customers | Drive adoption

- Quickly author technology walkthroughs
- Create public-facing support site in minutes
- Reduce call center talk times
- Onboard customers faster

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The Bottom Line

Your frontline staff play a crucial role in solidifying product adoption as the economy reopens

However, transforming staff into digital product ambassadors presents natural obstacles that traditional learning tools are often not equipped to address.

To modify your employees' behavior effectively, ongoing, bite-sized training is essential. This training should not only impart product knowledge but also bolster confidence in using and recommending those products to customers. Moreover, implementing effective support tools is vital to ensure customers have a positive experience with both your frontline staff and your fintech.

About LemonadeLXP

LemonadeLXP is a digital growth platform that helps contact centers drive operational efficiencies with better training and support for both contact center agents and end users.

For more information, contact us at hello@lemonadelxp.com.

Transform Your Frontline

LemonadeLXP -The digital growth platform for financial institutions and fintechs.

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