

Communicating Through Chaos:

Maximizing Retention in Core Tech Transitions

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Legal Disclosure (Definition)

Core Tech Transitions can be:

- Core system
- Digital banking
- Cards (debit/credit)
- Treasury/Cash management
- All of the above (merger/acquisition)

Today's Session

- **Understanding the risk and opportunity**
- **How to crafting a winning strategy**
- **Common Errors**
- **Action Items**
- **Q&A**

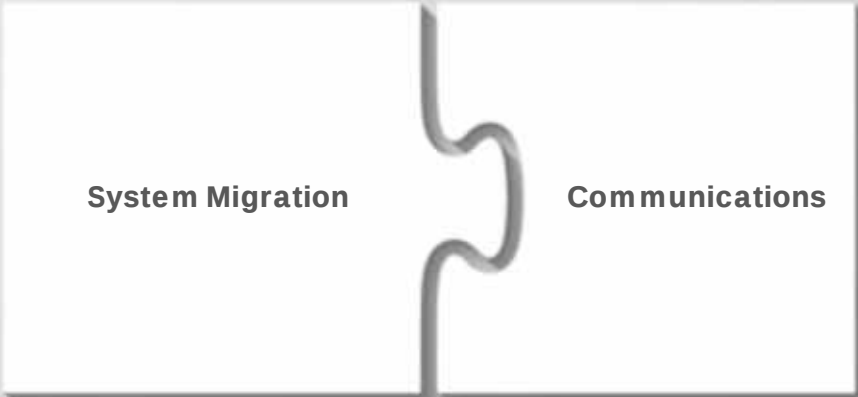
**People have
complicated
reactions to
change**



**Change
can be
a good
thing**



How to Craft a Winning Strategy



System Migration

Communications

The Conversion Playbook - **TIES** it all together

Timeline

Big picture -
all the way
down to the
minutia

Impact

Tactical and
emotional -
by audience
segment

Execution

Strategy, all
the pieces
and who's
responsible

Support

For your
account
holders and
your team

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Pre-timeline planning



People *love*
their
calendars



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How is this change going to affect ME?

Audiences

Individuals

Age, geography, language,
products

Businesses

Size, geography, language,
products

Divisions

Mortgage, Wealth/Trust,
Insurance

Employees

People-facing, administrators,
leaders

Partners/Vendors

Tactical Impact: Audience Segment (Who)

What

Download a new mobile app and re-enroll

When

4/20 9am

Where

App store

Why

New system, new features

Establish new
user name

Re-establish recurring
transfers

Provide temporary
password

Re-establish automatic bill
payments

Download new
mobile app

Re-enroll in
estatements

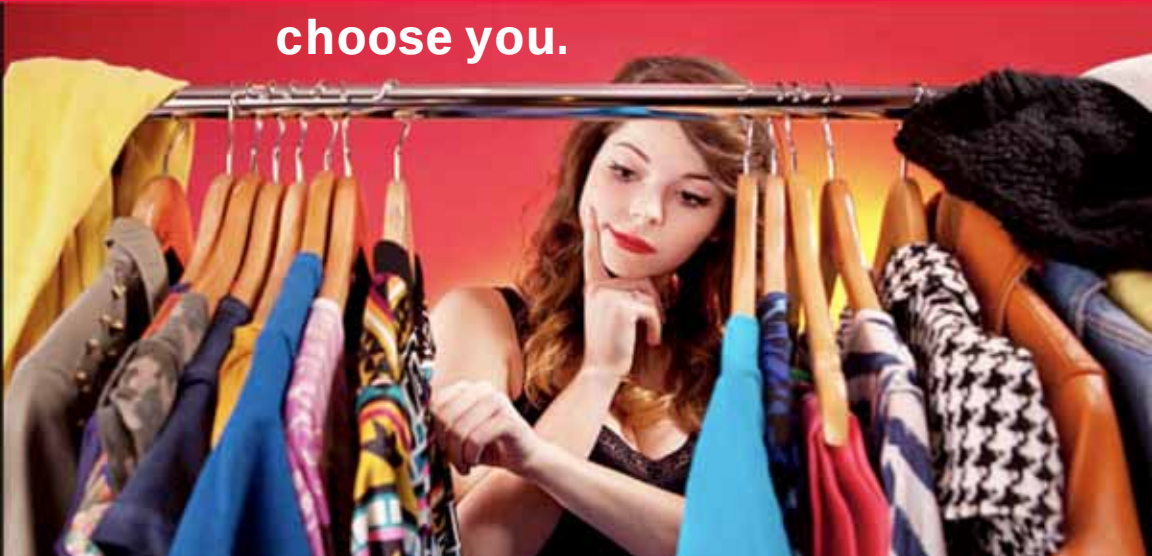
Re-enter bill payee
information

Intro new functionality (P2P,
card controls, credit score)

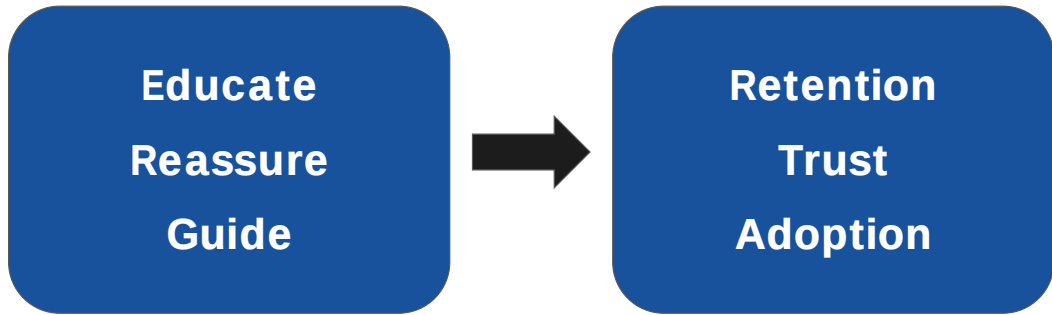
Emotional Impact



**She did not
choose you.**



Acquired Customers Are Uncertain



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Positraction Pro Tips





1. REPETITION
2. REPETITION
3. REPETITION



Communicate in **different** ways & channels

**Changes are
coming soon**

Informative
Instructive
Timely

**Watch this
video about
new features**

Visual
Live human
On demand

**Let's chat &
answer your
questions**

Interactive
Efficient
24/7

**Let us know
what you
think**

Transparency
Build trust
Empathy

**Test drive
your
content**



A man and a woman are running away from the camera on a city sidewalk. The woman, on the left, is wearing a purple tank top, light blue pants, and a brown backpack, pulling a black suitcase. The man, on the right, is wearing a blue t-shirt, dark blue shorts, and a black backpack, also pulling a black suitcase. They are both in motion, with their hair and clothes slightly blurred. The background shows a city street with buildings, parked cars, and a pedestrian bridge. The lighting is bright, suggesting daytime.

**Add
extra
time**

**As in weeks, not
minutes**



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For your
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Plan accordingly



How to plan accordingly

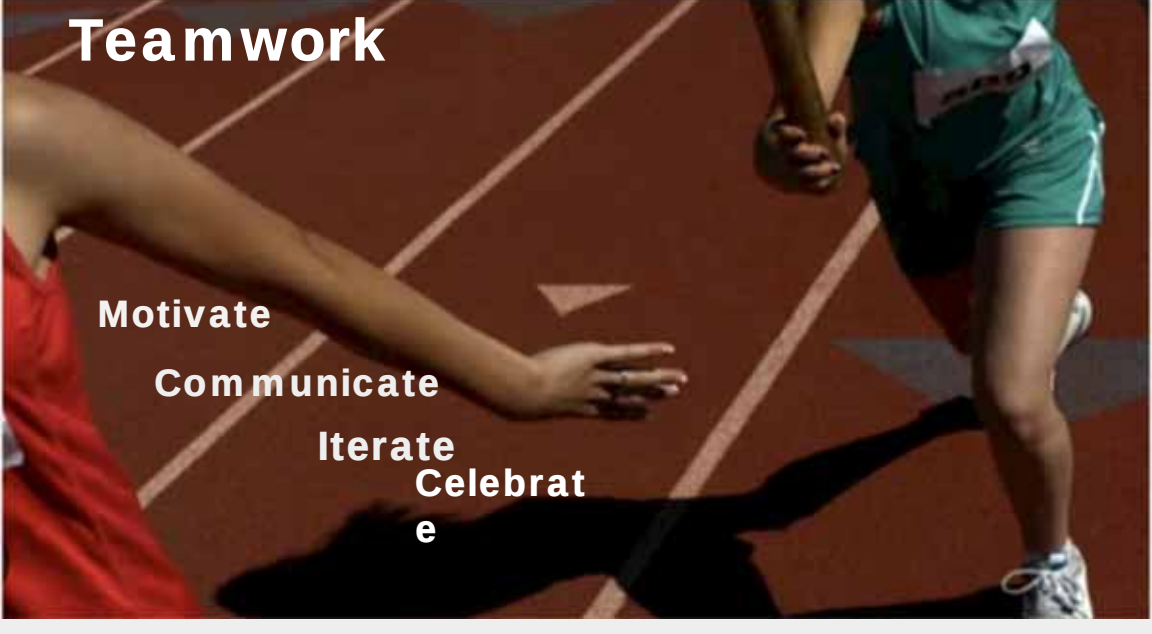
Correct Staffing

Scripts/Practice

Resources

Escalations

Teamwork

A photograph of a relay race on a reddish-brown track. A runner in a green uniform is in mid-stride, handing a baton to another runner whose arm is extended from the left. The background shows track lanes and a large white star on the ground.

Motivate

Communicate

Iterate

Celebrate



FAQs

Logically organize & prioritize

Involve people-facing teams

Prepare chatbots

Account holder feedback

Common Errors

...and now you know how to avoid them



Crying My Eyes Out

Clarity

Vagueness, incomplete instructions, assuming too much

Minimizing

Underestimating impact, budget, support needs

Adequacy

Not enough lead-time, frequency, channel diversity

Overconfidence

Accountability, feedback, teamwork, contingencies

Action Items

What to differently to succeed

Action Items!

01

Determine if your financial institution is prepared

02

Start early and Involve marketing at onset of process

03

Get customer feedback

Questions?

Thank you for attending! Catch me at Booth XXX to chat more.