SMBanking/FORWARD

ACTIVATE

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#SMBForward

1 Relevant

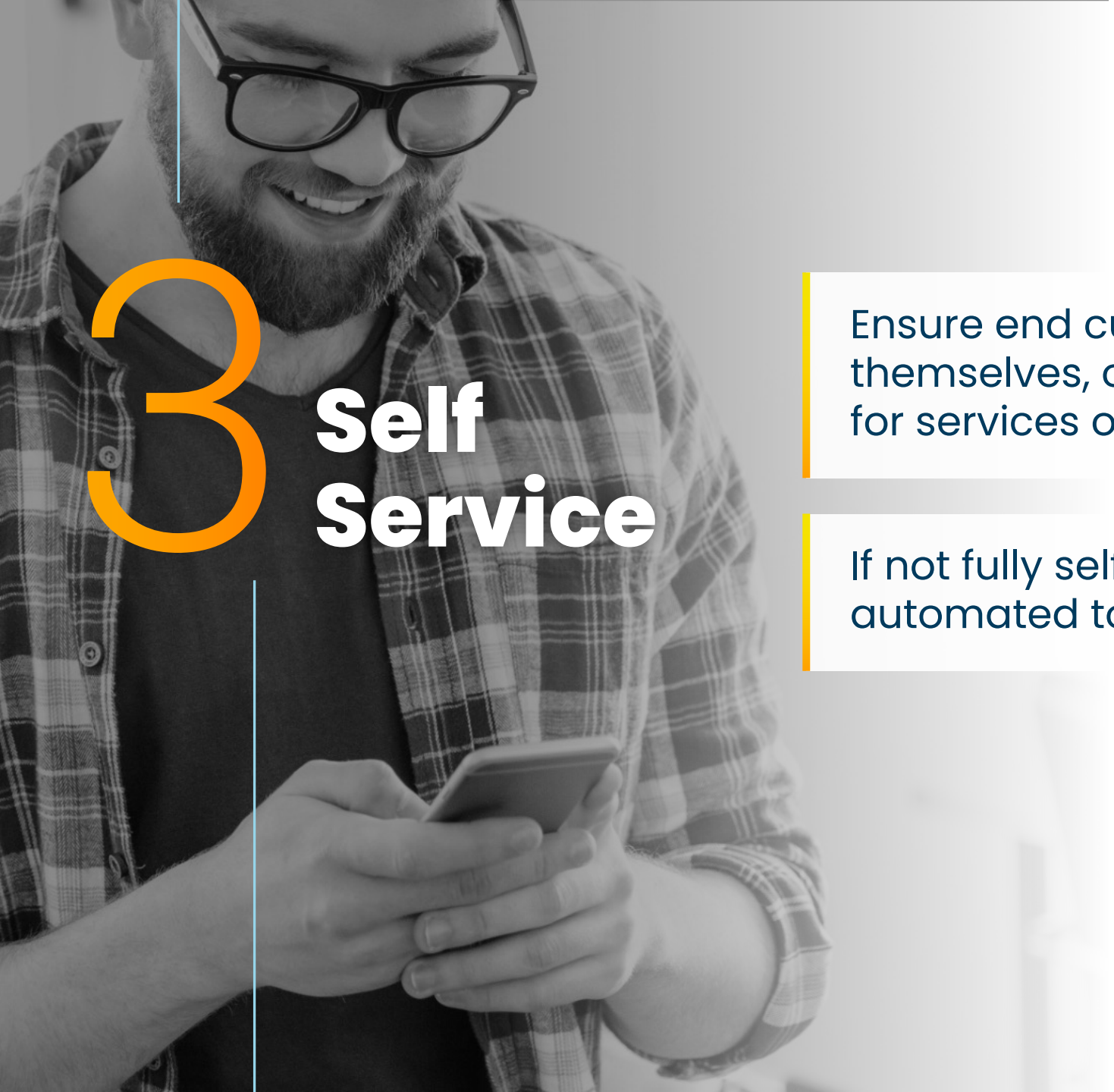
- Drive activation through easy to use and relevant capabilities
- Find ways to make the value you want, relevant to the end customer (ex: funding process)
- Highlight capabilities most important to the end customer (deliver them value first and foremost)

2 Easy to Use

Debunk the Treasury management "it's too hard and costly" mentality with mission critical set of tools for your SMB's

Use analytics to determine who needs proactive outreach and support

Leverage data to help prevent churn



3 Self Service

Ensure end customers can fully enroll themselves, or at a minimum, request for services online or in app.

If not fully self-service, make it feel automated to end customer

4 Ongoing Engagement

Find the ”thing” that keeps the customer coming back and make sure it is the focus of the product experience

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