

CBA



Community Bankers
Association of Kansas

New Rules for Bank Websites: What to Do Now, Soon & Later

12 - 1:30 pm PT
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Tuesday, September 27, 2011

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- Fact #1:** By increasing online usage, banks can save \$8.3 billion in service costs.
- Fact #2:** Over 70% of banking transactions already take place outside the branch.
- Fact #3:** The advent of mobile, social, and online financial management (OFM) means banks must transform websites to provide meaning, not just data.
- Fact #4:** Online threats are more sophisticated, numerous, and powerful than ever before. They can take down the bank entirely. Security is paramount.

Today, online customers interact with the bank six times more online than in-person. Customers are both transacting more online and expecting more online. To meet these expectations, your bank website must be easy to find (optimized for search), to use (navigated quickly and intuitively), and must also meet and serve specific needs of specific customers with the right set of services and features, (e.g., personalization tools, OFM, and life-stages marketing). Moreover, with new online threats multiplying and regulatory scrutiny at an all-time high, securing your bank's online channel has never been more challenging, nor more important. Bottom line: when it comes to your bank's website, getting it right has never been more crucial.

Continuing Education: Attendance verification for CE credits provided upon request.



HIGHLIGHTS

- Bank website trends and challenges: OFM, mobile, and customer expectations
- The checklist: bank website capabilities and services needed now
- Soon and very soon: merchant-funded statement rewards and social media plays
- Extending online with mobile alerts, remote deposit, and more
- Protecting your online channel: security solutions for new threats
- And later? A look at third-generation online banking

WHO SHOULD ATTEND?

This informative session is designed for bank officers and staff responsible for developing the online channel and deploying online products/services that generate fee income and/or reduce operational costs — including payments services, online banking, and online cash management.

MEET THE PRESENTER

**Lee Wetherington, AAP,
ProfitStars**



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