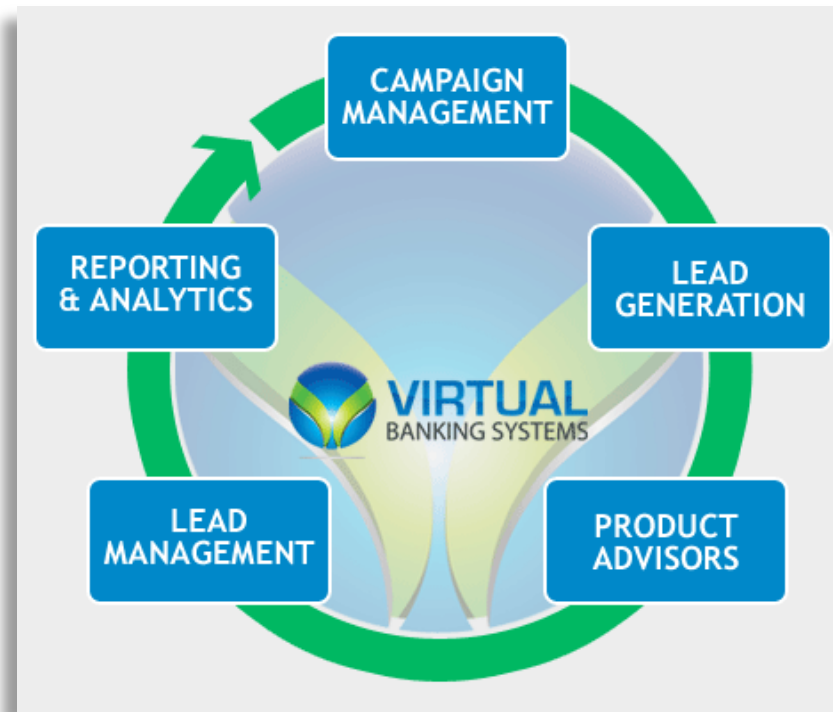




Virtual Banking Systems





Overview

- VBS strategically positions you as the trusted advisor through online automated advice tools
- Companies perceived as trusted advisors have:
 - More profitable lifetime relationships with customers
 - Reduced customer attrition
 - The advantage of being the initial information resource for future product/service investigations
 - Increased organic marketing from their customers



Overview

- VBS Customers are
 - Excited about increased traffic to their web site visitors with a high propensity to buy from them
 - Thrilled with increased conversion rates from prospects who trust them
 - Impressed by the uplift in cross-sell from micro segmentation product modeling
 - Comforted knowing that prospects will convert into customers based on the foundation of trust



Agenda

1. Online self-service has become the banking “channel of choice” for many consumers
2. Drive new deposits and loans in the online channel
 - Challenges and Solutions in the Online Channel
 - Click to Call 24x7 Support
 - Online Communities
3. Small Business Advisor demonstration

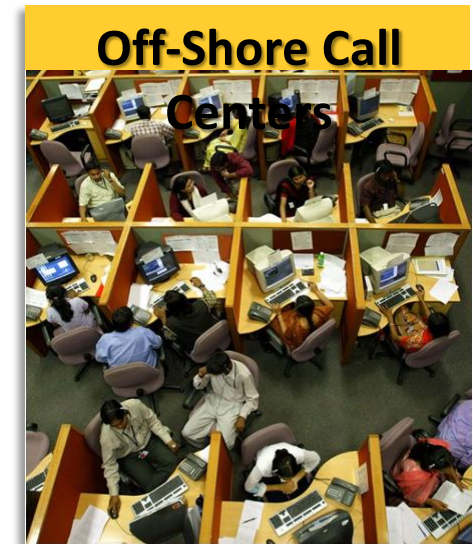




Why Online?

In recent years the quality of in-person service has eroded significantly ...`

“We are experiencing high call volumes. You are the 26th caller in line. Your expected hold time is 14 minutes...”



Online self-service has become the banking “channel of choice” for many consumers



Why Online?

... while the availability, sophistication and speed of online self-service has increased exponentially ...

From the grocery store check out, to...



Shipping, to...



Online financial trading



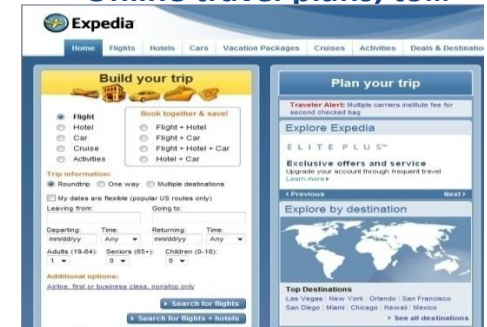
Purchasing concert tickets, to...



Airport check-in, to ...



Online travel plans, to...



the gas pump, to...





Why Online?

Experience has trained consumers to PREFER online self-service, because it is often a *superior customer experience*

To consumers, “online” means...

- ✓ **Better !!!**
- ✓ **Faster !!!**
- ✓ **Cheaper !!!**
- ✓ **More Convenient !!!**
- ✓ **When I want it !!!**

The screenshot shows a web interface for a retirement planning tool. At the top, there is a navigation bar with five tabs: "Get Started", "My Portfolio", "Self-Directed Options", "Planning", and "Online Banking". Below this is a progress indicator with four steps: "Step 1", "Step 2", "Step 3", and "Step 4". The main content area contains the following text and form elements:

By spending 3 - 5 minutes answering a short list of questions, you will get a quick analysis and summary of your current retirement savings plan. If you do not have a plan, this will help you get started.

Are you:
 Male Female

How old are you today?
A horizontal slider ranges from 18 to 75, with a blue bar and a slider handle positioned at 45. The text "45 Years Old" is displayed below the slider.

At what age do you plan on retiring?
A horizontal slider ranges from 18 to 75, with a blue bar and a slider handle positioned at 65. The text "65 Years Old" is displayed below the slider.

At the bottom left, there is a "Continue" button with a green play icon. At the bottom right, there is a "Contact a Representative" button with a telephone icon.

On the right side of the form, there is a portrait photo of a smiling man in a light blue shirt. Below the photo, there is a text box that reads: "The earlier you begin to think about and plan for retirement, the more likely you are to reach your retirement goals. Time works wonders in making your savings grow through the power of compounded earnings."



Challenge

An online application should be like a duck swimming across a pond

- Application process from start to finish must appear seamless and instant for customers
- Managing the manual processes under the water (manual processes and interactions are typical)
- Resources are needed to drive growth - not just technology
- Online marketing is 'a must' to increase market penetration and improve conversion rates





Challenge and Solutions

- Broad and complex product set
 - Mortgages (50)*
 - Auto Loans (15)
 - IRA Options (10)
 - Consumer Loans (30)
 - Checking (5)
 - Savings (5)
 - Money Market (3)
 - CD's (15)
 - Credit Cards (4)
 - Insurance (25)
 - Trust Services (6)
 - Long Term Care (6)
- Skill management needed
- Experts in scarce supply
- Lower-level staff on frontlines
 - High turnover
 - Geographically dispersed
- Lack of 'best practices' sales process

The following rates were last updated MON, SEP 14, 2009 at 10:57:45 AM and are subject to change.
Apply below or call 1-800-628-7070

Traditional Jumbo Home Equity / HELOC

Monthly Payment Based on a Loan Amount of:

\$417,100 \$435,000 \$467,100

Fixed	Rate	Pts	APR	Pay Monthly	
Jumbo-Conforming 30 Yr Fixed	5.25%	0	5.28%	\$2,402.09	Apply
Jumbo-Conforming 15 Yr Fixed	4.875%	0	4.924%	\$3,411.69	Apply
10 Year Jumbo - Fixed	4.125%	0	4.194%	\$4,430.05	Apply

Variable	Rate	Pts	APR	Pay Monthly	
1 Yr Jumbo ARM	3.25%	0	3.202%	\$1,893.15	Apply
3/1 Jumbo ARM	3.5%	0	3.269%	\$1,953.34	Apply
3/3 Jumbo ARM	3.5%	0	4.06%	\$1,953.34	Apply
5/1 Jumbo ARM	4.5%	0	3.669%	\$2,204.08	Apply
7/1 Jumbo ARM	4.75%	0	3.948%	\$2,269.17	Apply
10/1 Jumbo ARM	4.875%	0	4.268%	\$2,302.06	Apply

The maximum loan amount for a conforming mortgage for a primary residence single unit home is \$417,000. Mortgages above that amount are considered jumbo mortgages. The APR for jumbo loans is based on the specified loan amount and a LTV of 80%. Actual rates may vary depending on your specific terms. Rate quotes are not guaranteed until you submit a full application and sign a rate lock

Need to Reduce Complexity

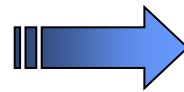
* Types of products e.g. 50 different types of mortgages



Challenges and Solutions

VBS's Automated Advice Technology Reduces Complexity

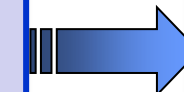
Makes the Complex



Simple and Intuitive

Experion Loan Advisor

- 323 questions
- 805 possible responses
- 2012 pieces of educational content



Typical User Session

- 8 questions
- 17 possible responses
- 10 pieces of educational content

Relevance

High Quality Advice builds ***Trust***



Challenges and Solutions

- Prospects shop online but buy offline
- How do we staff 24x7 with appropriate sales skills?
- VBS provides Advisors that includes “Click to Call” and “Set Appointments” forms to increase customer advocacy and qualified leads.
- For example: [Click Here to Call Me.](#)

The screenshot shows a web-based questionnaire for retirement planning. At the top, there are navigation tabs: "Get Started", "My Portfolio", "Self-Directed Options", "Planning", and "Online Banking". Below these are four steps: "Step 1", "Step 2", "Step 3", and "Step 4". The main content area contains the following text: "By spending 3 - 5 minutes answering a short list of questions, you will get a quick analysis and summary of your current retirement savings plan. If you do not have a plan, this will help you get started." Below this text are three questions with interactive elements: 1. "Are you:" with radio buttons for "Male" (selected) and "Female". 2. "How old are you today?" with a horizontal slider ranging from 18 to 75, currently set at 45 Years Old. 3. "At what age do you plan on retiring?" with a horizontal slider ranging from 18 to 75, currently set at 65 Years Old. To the right of the sliders is a portrait of a smiling man in a light blue shirt. Below the portrait is a text box: "The earlier you begin to think about and plan for retirement, the more likely you are to reach your retirement goals. Time works wonders in making your savings grow through the power of compounded earnings." At the bottom left is a "Continue" button with a play icon. At the bottom right is a "Contact a Representative" button with a phone icon.



VBS Click to Call



Do you need help?

Enter Your Phone Number and I
will call you back :

(xxx)123-4567

[Click Here to Call Me.](#)



VBS's Community Marketplace

- Create a Marketplace that can showcase your customers' products and services
- Communicate with your community to promote upcoming events, share ideas, post questions, send e-mails to other Marketplace users
- Advertise that your business offers discounts to the Marketplace

The screenshot displays the VBS Community Marketplace user interface. On the left is a 'User Profile' page for 'Chris Vill', Sr. Manager at Address Website & Internal Address Software, Inc. The main area shows a 'Collabor8 Concept Site' dashboard with sections for 'Getting Started', 'Recently Viewed Documents', 'My Profile', 'My Calendar', and 'My Collabor8'. The 'My Profile' section includes a welcome message and a list of collaborators. The 'My Calendar' section shows a calendar for October 2008 with various events listed.



HOW IT ALL HAPPENS...



- The VBS Solution

- Campaign Management
- Lead Generation
- Product Advisors & Marketplace Communities
- Lead Management
- Reporting & Analytics



Demo

- Small Business Product Advisor
- [Small Business VBS Demo](#)



Summary

- Strategically positions you as the trusted advisor
- Automated advice tools are implemented with:
 - The financial institution's branding ('look & feel')
 - The financial institution's product inventory including
 - Interest rates
 - Product attributes (minimum balances, loan amounts, terms, fee structure, etc.)
 - Associated business rules (valid/invalid property types, collateral options, etc.)
 - Access links to the financial institution's online applications
- Deployed in as little as 30 days
- Heavy usage: up to 50% of your customers annually
- Strong member and customer satisfaction
- Proven business results: 20+% growth



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