Five Things You Forgot About Client Onboarding

And How to Improve the Process

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First impressions count.

That's why the client onboarding process that banks provide has to be easy for the client. If a client has a bad experience with your bank before they even become a customer, what does that tell them about the rest of the experiences they'll have?

A 2016 survey conducted by Signicat, "The battle to on-board: Why 40% of consumers abandon banking applications," investigating consumers' experiences applying for financial products with traditional banks revealed surprising results that speak for themselves.

Of 2,000 customers surveyed, 40% reported that they've abandoned a bank application and an overwhelming 78% classified their in-branch experience as dissatisfying.

And it's no wonder why clients leave during the onboarding process. They never know where they are in the process, they receive multiple phone calls from you asking to provide the same information over and over, and it takes far too long for them to start utilizing your products and services.

Banks have gotten complacent with their onboarding process. With so many changes in consumer behaviors, industry trends and technology offerings, it's easy to put new client onboarding on the back burner.

This white paper explains five things you may have forgotten about onboarding and/or common reasons why banks ultimately disappoint their clients, and ways to fix it.

78%

of consumers classified their in-branch experiences as dissatisfying.[5]

They reported these things as what was most frustrating:
- Length of time to fill out forms
- Amount of personal information required
- Providing personal information by post or taking it to the branch

40%
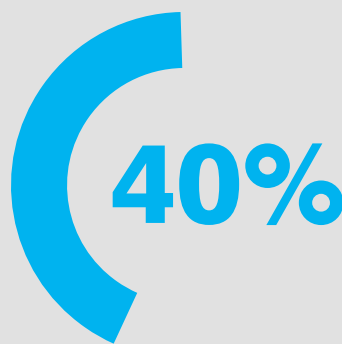
of consumers have abandoned an onboarding process[5] because it:

- Took too long
- Asked for too much personal information
- Changed their mind
- Could only be completed at a branch
- Used confusing language

18.4 minutes

is the average time it takes to complete the online portion of an application.[5]

It doesn't include the time needed to submit physical documents (which can extend it several days).

Consumers with quicker onboarding times report a more positive experience.

ONBOARDING IS A PROCESS, NOT A SET OF TRANSACTIONS

Banks often treat client onboarding as a series of transactions, divided into front-office operations and back-office operations, rather than a complete process. The problem with this is that it often silos departments resulting in them using different systems. It prohibits them from sharing customer data and having an integrated central view of the client's activities. And it causes disjointed communication across the enterprise and more errors, ultimately creating a longer onboarding time.

According to an Accenture Strategy study[1] there are **200 steps in the average onboarding process.**

Use an Enterprise-Wide Case Management System

If your process is disjointed, one way to empower your staff is with a case management system that uses workflows to automatically perform or trigger tasks.

Here are some examples of how our clients use case management:

Example 1: Prioritize Work

Let's say you have a Relationship Manager with 70 active accounts and the company starts a new marketing campaign geared towards customers in the Midwest. A case management system allows users to personalize the user interface to fit their changing needs. The Relationship Manager can configure his/her priorities to highlight the top 20 accounts that apply to the campaign.

Example 2: Add Ad Hoc Tasks & Temporary Prioritization

Then, their boss needs the team to focus even narrower for the rest of the week – just on Michigan leads. Instead of asking IT to change the priorities and user interfaces or send emails to her team, she can configure her team's view to provide that ad hoc, temporary prioritization. Her team immediately sees the new priorities and adjusts their task load appropriately. By empowering the supervisors and managers, they can achieve business agility.

Example 3: Track Communications

Traditionally, if an employee needs a second opinion or assistance on how to follow a policy for a particular transaction, they would make a phone call or send an email to their boss or colleague.

The downside to this is that these communications are outside the system, not prioritized, and lose the context of the transaction. So, when another knowledge worker picks up the transaction, they cannot see why the case is inactive and has to take three steps backward.

PAPER SIGNATURES
ARE SLOW

The signing ceremony is a major bottleneck in the onboarding process. The traditional process of printing the document, delivering it to the client, getting it signed, getting a countersignature, returning it to the bank then filing the document is reliably slow — In fact, it **can take up to five days longer than acquiring an electronic signature.**

Adopt Paper Signature's Hip Cousin, Electronic Signature

E-signatures are great because they're flexible for your clients and business. Clients don't have to be in the office to sign documents. In fact, if there are multiple signers, they don't even have to be in the same state. The ability to **sign on any device** will make your onboarding process a winning one.

There are also a few other advantages:

It's secure. The digital signature protects signed documents so no one can alter it without detection.

It's easy to manage. Staff and management can monitor client transactions to see who signed and what transactions are coming due while alerting them of any transactions that require immediate attention.

electronic signature

50%

SunTrust Bank cut agreement closing from four days to two with e-signature. They also noticed a reduction in email complaints and improved customer satisfaction.[2]

$98.2M

According to Celent, BMO saves approximately $98.2M per year by converting from paper to eForms.[3]

90%
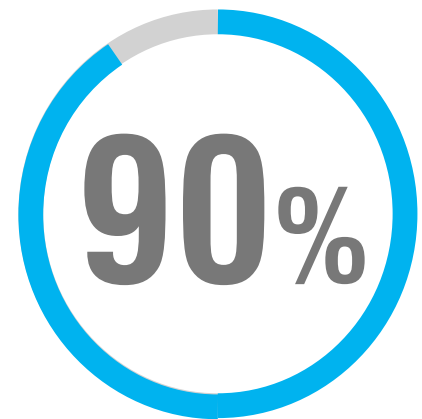
Clients of a Top 5 U.S. Bank that choose e-signature over paper.[2]
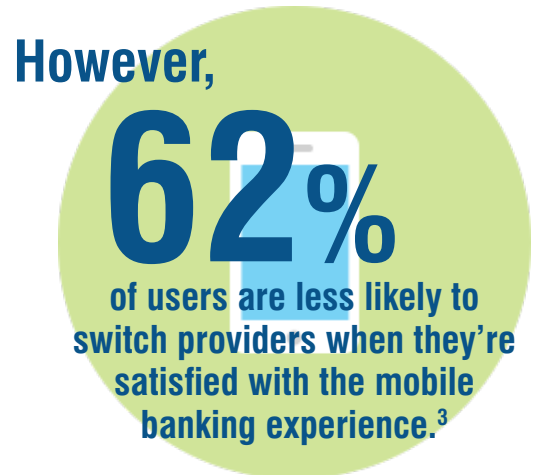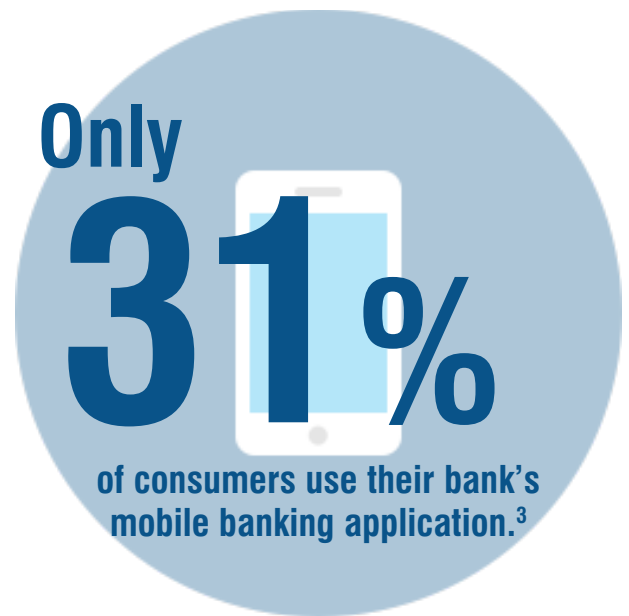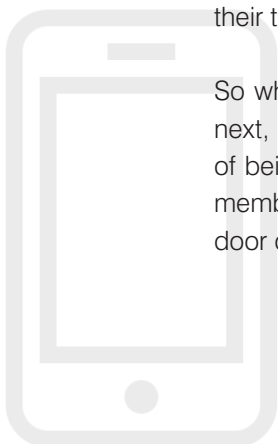
CLIENTS ARE ALWAYS
ON THEIR PHONE

Clients that have to physically be in a branch to fill out paperwork or in front of their home computer to complete the onboarding process will quickly lose enthusiasm. Make it easier for them by providing a way to complete the onboarding process (or at least a few steps of it) on their mobile device.

Make Onboarding Mobile

Your solutions should be compatible with phone and tablet screen sizes. This makes it so supervisors can react to key performance indicators, sales teams can get alerts for approved transactions and exceptions holding up processes, and users can execute face-to-face digital signatures on a mobile device.

For tasks that are better on a larger viewing area such as uploading documents, updating and reviewing onboarding statuses, performing e-signatures, and reacting to estimate to complete (ETC) dates and service level agreements (SLAs), users can leverage their tablet.

So when a manager walks from one meeting to the next, they can view transactions that are in danger of being late, prioritize them, and send them to staff members to work on all before they walk through the door of their next meeting.

Only
31%
of consumers use their bank's mobile banking application.[3]

However,
62%
of users are less likely to switch providers when they're satisfied with the mobile banking experience.[3]

Availability of key information is one of the major components of mobile banking satisfaction.[3]

YOUR CUSTOMERS
NEED ATTENTION

Nothing is more frustrating to a client than not knowing when they can start to use your products. This frustration builds when they call to ask and get unhelpful or wrong answers. Facilitating excellent client relationships will be key to retaining satisfied clients.

Integrate Advanced Analytics to Improve Insights

Communication is key in onboarding and that starts with having proper visibility into your processes and data. Straightforward visual dashboards are one way to provide complete visibility to ensure your team is equipped to answer any and all client inquiries.

Our clients use dashboards to do a number of things:
- Relationship managers can see estimate to complete dates
- Supervisors can view bottlenecks, workloads, campaigns and items not in good order
- Departmental directors can view trends that reveal efficiency rates, individual and team performance, campaign success, etc.
- Identify upsell opportunities

The estimate to complete date is a really important insight. You want the ETC to be an accurate delivery time frame that you can convey to all stakeholders (internal and external).

Here are some reasons why the ETC date is helpful:
- **Helps with staffing** - businesses can adjust resources
- **Visibility isn't limited to project managers** - both clients and internal resources know the status of a product/service
- **Eliminates siloed information**

- **Obtain client fees sooner** - provides more concrete estimate for when the end client can start using your services
- **Increase client satisfaction** - a definitive date for when a product/service will be available increases client satisfaction
- **More flexible than SLAs** - when business rules change, so does the ETC
- **Gain insight into why the ETC changes** - be able to see what causes ETC dates to change then adjust your process accordingly

Visibility into these metrics positions you to provide relevant updates to clients and any-channel access to their application.

YOUR HEAD ISN'T IN
THE CLOUDS

Enterprise resource planning (ERP) systems strictly housed on-premise create silos between departments and branches. When this happens, clients cannot immediately see the results of their transactions and they cannot be serviced at any branch.

Why Consider a Cloud Solution

To make client information more accessible, your ERP systems need to be deployed in the cloud. "A single, integrated, cloud-based system allows financial institutions to build a window into their operational, process and customer information – getting a real-time 360-degree view of customer activity, and eliminating the complexity of the multistep process for customers to gain a comprehensive view of their accounts."[2]

There are a lot of reasons to consider deploying a solution in the cloud:

1. Your users are spread geographically and/or your organization is growing.
2. Your organization needs different levels of access into the internal network.
3. You need a flexible cloud case management hosting environment.
4. Your IT team is over-worked.
5. Your organization spends more time managing tools than actually doing work.

The cloud lets you focus on your business rather than your software. It frees your IT team and is a scalable solution.

The Cloud is Flexible

There are a lot of benefits to leveraging a cloud environment. One of them being it's flexibility. A cloud environment doesn't have to be an all-or-nothing system. There are three different ways to deploy a cloud solution.

1. **Public**: Sign in to the solution with a user ID and password. Microsoft 365 is an example of a public cloud solution.
2. **Private**: A hosting provider sets up your hosting servers and only your organization can touch them so there's no co-mingling.
3. **Hybrid**: Basically whatever you make it. For example, an organization might store documents on-premise but their workflows are in the cloud.

A single, integrated, cloud-based system allows financial institutions to build a window into their operational, process and customer information – getting a real-time 360-degree view of customer activity, and eliminating the complexity of the multistep process for customers to gain a comprehensive view of their accounts.

IN SUMMARY

If you realized that you have, in fact, forgotten that client onboarding is a larger process, electronic signatures are the best option, onboarding should be mobile, and that advanced analytics and the cloud can help, then it's time to do something. Stop frustrating your clients. Contact a vendor that has been in the banking and financial services space for 25+ years.

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