

Improving Treasury Onboarding: The Power of Paperless

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Because Results Matter



Presenters & Panelists

PRESENTERS

- ▶ Dave Robertson – Partner, Financial Services Treasury Strategies, Inc.
- ▶ Joe Pitzo – Vice President, Paperless Enterprise Solutions WAUSAU Financial Systems

PANELISTS

- ▶ Kristine Lunde – Deposit Product Specialist Lead Alerus Financial
- ▶ Steve Jennrich – VP, Information Systems West Suburban Bank

Agenda

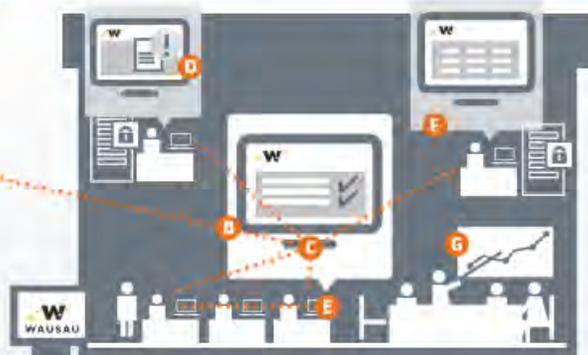
- ▶ What is Paperless Treasury?
- ▶ Key Takeaways From Paperless Onboarding Survey
- ▶ 4 Areas of Focus & Real Results
- ▶ Interactive Discussion With Alerus Financial & West Suburban Bank
 - Background Information
 - Building a Business Case
 - Interacting With Clients
 - Creating a More Efficient Process
 - Protecting Customer Information
 - Freeing Up Sales Reps' Time
- ▶ Closing & Q&A

What is Paperless Treasury?

AUTOMATED ON-BOARDING



STREAMLINED FULFILLMENT PROCESS



IMPROVEMENTS



WAUSAU's Paperless Treasury solution combines electronic document origination, document imaging and automated workflow technology to help banks reduce costs, increase customer satisfaction, and free sales teams to spend more time improving the customer experience. The solution completes, in hours, the tasks for which today's paper-reliant processes require multiple days. Similarly, managing documents electronically does away with the need to make multiple trips to the customer, co-workers' desks and copiers, printers and fax machines. Staff will spend at least 10 to 15 percent less time on fulfillment processes.

- A** Sales rep walks client through electronic forms on the iPad that require sign-off in order to get new treasury services up and running quickly. All forms are available to the sales rep, 24/7.
- B** Signed forms are submitted wirelessly via the iPad while still at the client's office.
- C** Electronic workflow routes forms to all specified departments within the bank that should receive them, providing alerts on incomplete forms.
- D** The solution dashboard allows Implementation to have visibility into the status and progress of each area, identifying any bottlenecks that might delay their go-live date.
- E** Workflow allows for easy tracking of forms and standardizes processes to ensure compliance with the organization's policies and procedures.
- F** Automated indexing replaces the need for manual keying. Errors are greatly reduced and auditing becomes a simple task.
- G** Sales reps spend less time on paperwork and enjoy more face-time with customers. Clients are willing to give them more business and time-to-revenue has improved by almost 15%.

- Accelerated order fulfillment through an automated process.
- Organization can focus on the client and cross-selling, and spend less time on the paperwork.
- Documents are indexed automatically, expediting documentation tracking and automating the audit process. All parties involved have visibility into the process at all times.
- Client privacy and security are increased with digital documentation and electronic signature capture, guaranteeing authenticity and increasing compliance with governmental standards and audit processes.
- Implementation target dates are easily met.
- Client on-boarding, from signature to delivery is improved, by 2-3 days.
- At least 10 to 15% less of staff time will be spent on fulfillment processes.
- Time-to-revenue is accelerated, and department goals exceeded by up to 15%, without the need for additional sales.

Polling Question



Treasury Strategies Financial Services Practice



Our strategic advice and pragmatic solutions improve bottom line performance. Clients benefit from our 360° view of the treasury market, deep relationships, and proprietary analytic frameworks that transform data into strategic insights.



Clients

- Global Banks
- Regional Banks
- Solution Providers
- Associations
- Regulators

Solutions

- Business Strategy
- Revenue Enhancement
- Deposit & Sweep Pricing
- Sales Training & Effectiveness
- Product Opportunity & Gap Analysis
- Operational Efficiency
- Risk Management & Compliance
- Competitive Assessment & Positioning
- Vendor Selection & RFP Management
- Market Analysis



Paperless Onboarding Survey



- ▶ WAUSAU commissioned a study with TSI in July 2013.
- ▶ It provided a better understanding of the impact of the complexities and inefficiencies related to treasury onboarding.
- ▶ 19 banks and 20 corporations responded.
- ▶ Bank titles included Head of Treasury Management, Implementations, Product Management and Sales.
- ▶ Corporations had \$500M+ in revenue; banks \$5B+ in assets.
- ▶ Corporate titles included Treasury Manager, Controller and Treasurer.



Key Takeaways From Paperless Onboarding Survey

Key Takeaways – Bank Survey Results

- ▶ The greatest pain point that banks experience regardless of size is the use of paper in the implementation process.
- ▶ Banks see an opportunity to accelerate revenue through shortening the implementation cycle.
 - 90% of banks surveyed believe they can accelerate revenue by shortening their implementation cycle time.
- ▶ Banks see an opportunity to free up sales resources by improving the implementation process.
 - 70% of banks surveyed believe improving the process will free up their sales force to generate more sales.
- ▶ Internal communication is seen as a major detriment to bank implementation processes.
- ▶ Small banks in particular cited more pain with implementation processes.
- ▶ While none of the banks in the study had deployed eSignatures or tablet applications for implementation at the time of the survey, such tools are now being deployed by leading banks with strongly positive market acceptance.

Key Takeaways – Corporation Survey Results

- ▶ Implementation services have a strong impact on the buying behavior of corporations.
 - Implementation was rated 3.8+ out of 5 for importance as having a substantial impact on the initial sale, as well as impacting future purchases.
- ▶ Corporations' greatest pain points are bank deficiencies rather than internal issues.
- ▶ Smaller corporations experience more pain when implementing TM solutions.
- ▶ Corporations see the value of using technology that will improve the implementation process (e.g., self-service tools, electronic documents and signatures, iPad/tablet applications, etc.).
 - Over 75% prefer electronic documents to paper-based.
 - 55% believe using an iPad would improve satisfaction.

Currently, the Onboarding Process is Often Painful



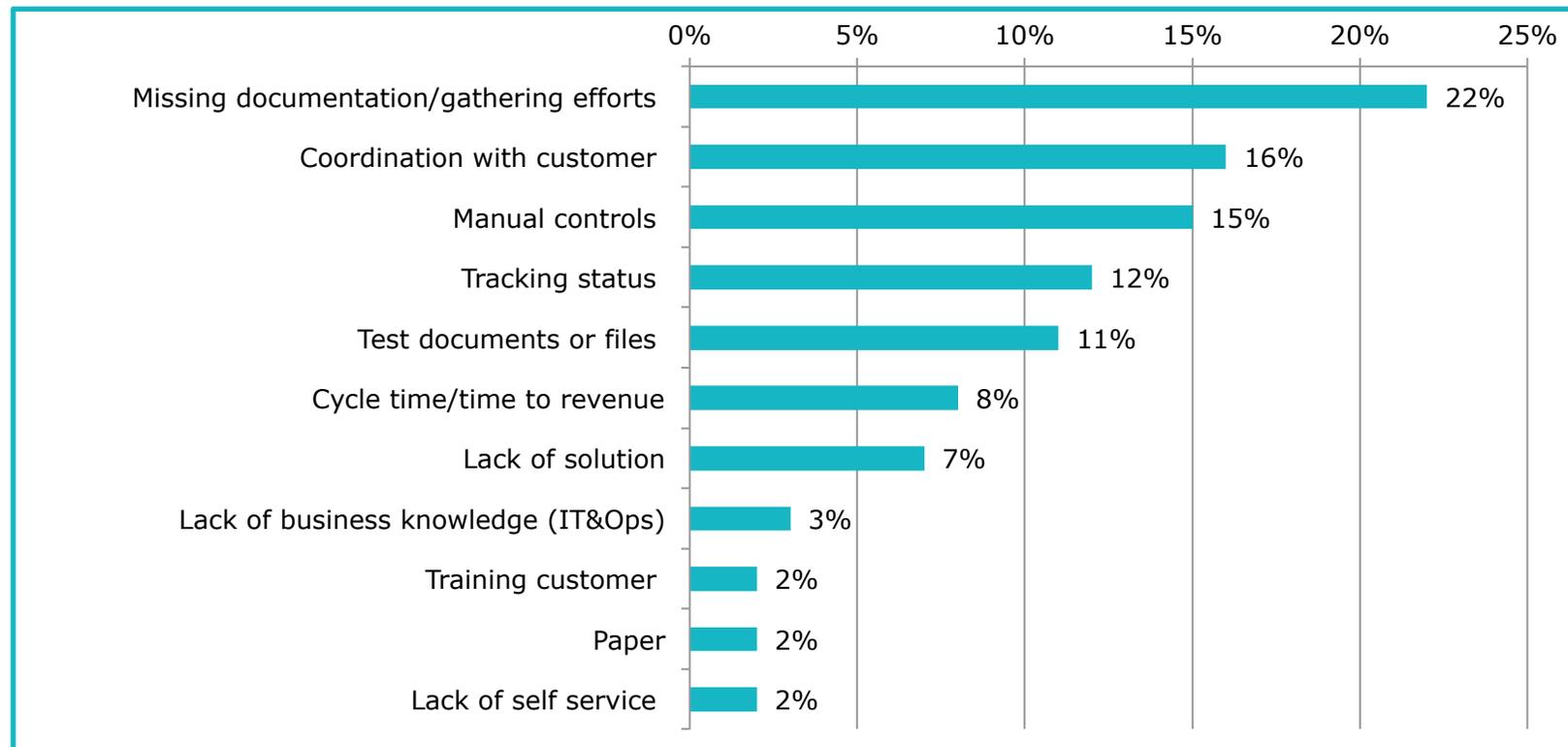
Corporations experience pain over 50% of the time in every key area listed below:

- ▶ Lack of clear view into implementation status
- ▶ Poor communication with bank
- ▶ Too many paper forms
- ▶ Implementation process too lengthy
- ▶ Redundant information requested by bank

Banks Need Help Managing/Gathering Documents

“Outdated home-grown platform used today. No workflow capabilities, no doc image retention, virtually zero status reports.”

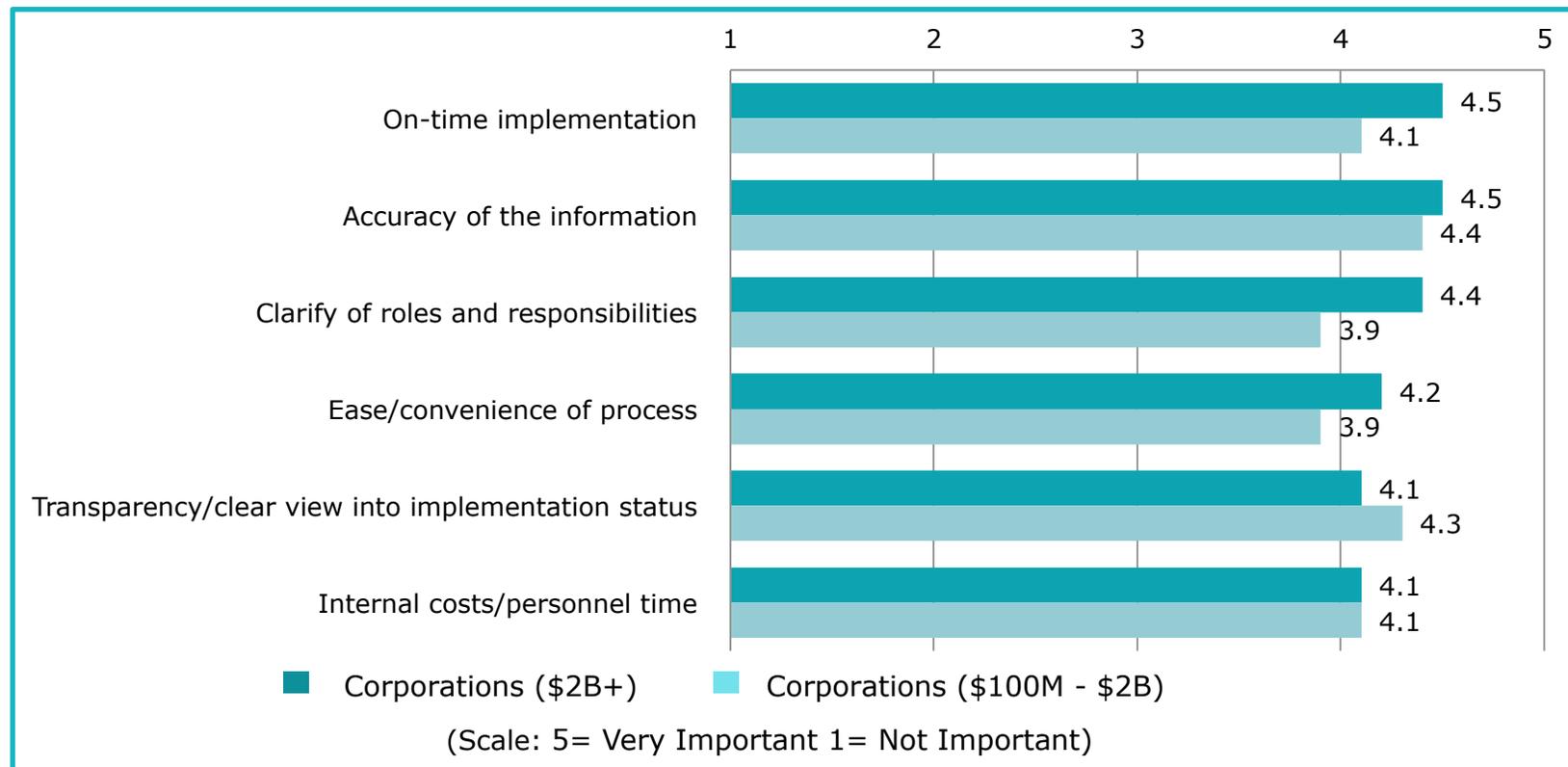
Q: Describe your greatest implementation pain points.



How Can Satisfaction Be Improved?

Corporations have high expectations. All aspects of the onboarding process are important to them.

Q: Rate the following implementation qualities.



What's Most Important to Banks When Purchasing an Onboarding Solution?



- ▶ Value-added analytics/dashboard
- ▶ Support for compliance activities
- ▶ Paperless implementation (convert paper to electronic)
- ▶ Ability to leverage solution in other departments

What Corporations Are Saying

Corporations are experiencing implementation as a disjointed experience lacking advice, transparency and intimacy.

- ▶ “Bank staff lack expertise and have trouble gathering the required data within the bank.”
- ▶ “It doesn’t seem like anyone at the bank really understands the whole implementation process.”
- ▶ “Banks should know their product – the sales department is often not versed in the details of implementation.”
- ▶ “We run into a common problem where signature cards we submit are not evidenced by the bank at later dates.”
- ▶ “Present all elements required to fully implement the service up front, as opposed to obtaining the data in pieces.”
- ▶ “Some issues are coming from the new banking regulation compliance that is making things more complex to establish accounts, services, or even close an account.”

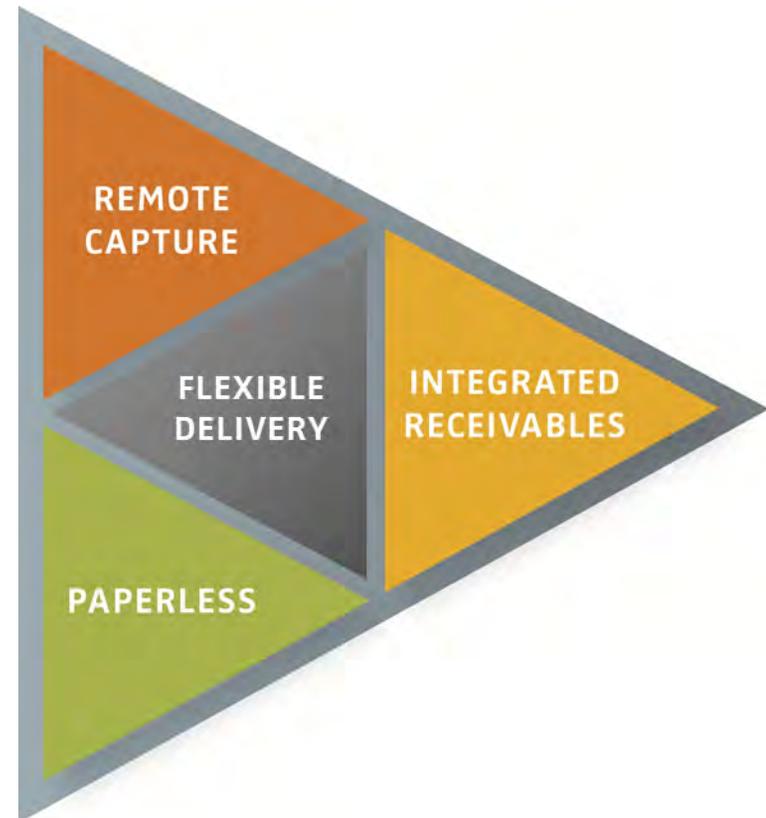
4 Areas of Focus & Real Results

What We Do

WAUSAU is recognized for consistently delivering best-of-breed financial technology, services and solutions. We are focused on being the very best at:

- ▶ **Integrating receivables:** to speed cash flow and support real-time business decisions.
- ▶ **Eliminating paper:** by digitizing workflow to enhance the customer experience, reduce risks and cut costs.
- ▶ **Accelerating deposits and payments:** securely and across multiple channels, we improve retention, increase revenue and reduce costs.

Flexible delivery options – in-house, outsourced, co-sourced, hosted



Market Leadership

- ▶ #1 Retail and Wholesale Lockbox platforms
- ▶ 150,000+ RDC seats, largest non-core provider
- ▶ 400M+ yearly outsourced transactions



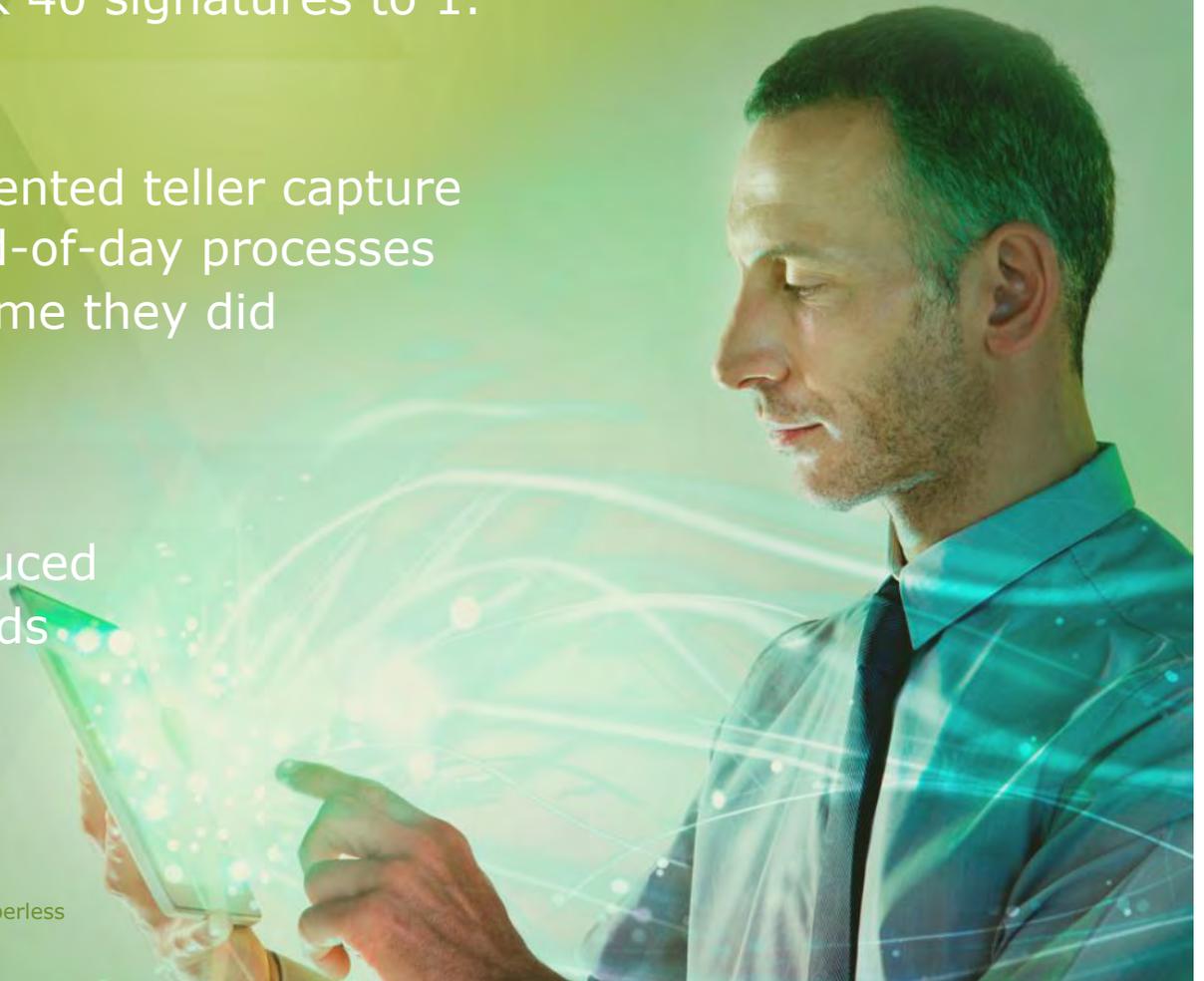
Thousands of organizations rely on WAUSAU solutions:

- ▶ 4 telecommunications companies serving 260M customers, representing 70% of the market
- ▶ 29 utilities serving more than 50M customers
- ▶ 20 government agencies serving 70M constituents
- ▶ 17 insurers serving more than 100M customers
- ▶ 9 of the top 10 U.S. banks
- ▶ ... and more than a dozen alliance partners who resell WAUSAU

Eliminating Paper

Digitizing workflow, enhancing the customer experience, reducing risk & cutting costs

- ▶ Forward Financial took 40 signatures to 1.
- ▶ Bank*Financial* implemented teller capture and now performs end-of-day processes in less than half the time they did with branch capture.
- ▶ Washington Trust reduced the time its staff spends onboarding customers by 15%.



4 Areas of Focus

Improved Customer
Experience



Reduced **Costs** &
Improved Efficiency



Accelerated
New **Revenue**



Enhanced
Compliance



+

= Hard \$\$\$\$ Dollar Benefits

Real Results

- ▶ Efficiency Gains:
 - Sales Data Entry – **25% reduction**
 - **Elimination** of manual tracking spreadsheet & data-gathering meetings
 - Automatic generation of agreements/addendums – **50% reduction**
- ▶ Improved Communication between Departments & Customers:
 - **80% reduction** in manual follow-up activities (phone calls, emails, etc.)
 - Real-time dashboard & reporting
- ▶ **75% reduction** in paper generation & associated lease expenses
- ▶ **50% reduction** in manual audit activities
- ▶ **Overall Onboarding process improvement of 35%**
 - Direct time to revenue improvement

Interactive Discussion with Alerus Financial & West Suburban Bank

Background Information

Tell Us About Your Treasury
Management Department

Building a Business Case

Justifying Spend

Interacting With Clients

Improved Customer Experience

Creating a More Efficient Process

Reduced Cost & Improved Efficiency

Protecting Customer Information

Enhanced Compliance

Freeing Up Sales Reps' Time

Accelerated Revenue

What's Your Business Case?

Illustrative

INCREASE SALES

Measure	Sample Benchmarks
Accelerate time to revenue (from mandate to implementation)	<ul style="list-style-type: none"> \$48 Bank cut 3-4 days out of every cycle \$25B Bank improved cycle time by 35%

ACCELERATE TIME TO REVENUE (CALCULATION)

Average number of days you can cut out of the implementation cycle _____
 Current average time from mandate (signature) to revenue _____
 Percentage of savings = _____

Measure	Sample Benchmarks
Increase amount of sales made	<ul style="list-style-type: none"> Industry average face time is 30% (15-20 hours per week) Cut sales prep time for sale by 1-2 hours per week at <i>Synovus and Washington Trust</i> Resulted in 5-10% lift in face time with customers

INCREASE AMOUNT OF SALES MADE (CALCULATION)

On average, how many sales do you make per week? _____
 What percentage of time do you spend entering duplicate data into disparate systems? x _____
 Number of additional sales per week = _____

GO GREEN

Measure	Sample Benchmarks
Printing & paper savings	<ul style="list-style-type: none"> An average FI has 30/pages per order at a cost of 4.1 cents/page

PRINTING & PAPER SAVINGS (CALCULATION)
(Includes printer, toner and paper costs)

How many new agreements do you produce per year? _____
 How many pages are in each agreement? x _____
 What is the cost per printed page? x _____
 Total printing and paper savings = _____

INCREASE EFFICIENCIES

Measure	Sample Benchmarks
Staff labor reductions - reduction in manual follow-up activities due to automated notifications and workflow that keep internal parties and customers informed	<ul style="list-style-type: none"> Implementation coordinators can gain 130 minutes back in their day where they're not sending emails. Savings averages out to \$180k+ for the first year and \$240k+ over a period of five years. Overall labor savings for this bank - \$334k first year and \$450+ over a period of five years. 80% reduction in manual follow-up activities (phone calls, emails, etc.)

STAFF LABOR REDUCTIONS (CALCULATION)

How many people do you have on your staff? _____

Contact us for help in building your ROI and understanding how the benefits of Paperless Treasury apply to your institution!



Polling Question

Questions?

**For more information on
WAUSAU's Paperless Treasury
solution,**

or to schedule an appointment
with WAUSAU during AFP in
October, please contact:

John Gustafson

jgustafson@wausaufs.com

(866) 280-1426





WAUSAU
A DELUXE[®] COMPANY

Because Results Matter