SouthState
CORRESPONDENT DIVISION

THE SOCRATIC GUIDE TO COMING UP WITH THE BEST TOTAL EXPERIENCE IN BANKING

TOTAL EXPERIENCE

Table of Contents

Introduction

Good answers start with good questions. We put together some of our favorite questions that you can have your product team or departments answer when designing a Total Experience (TX) at your bank.

During a brainstorming session, have your team answer some of the below thought-provoking questions. The answers to these questions will lead you to the path of designing a better Total Experience at the Bank. Be sure to drill down to each answer so that you understand the essence of each answer and the evidence behind each answer.

Be particularly suspect of answers that include any derivation of the following:

1. Because we have always done it this way

2. Because this is how our competition does it

3. This is bank policy

4. This is what the regulators want

Customer Experience (CX)

- What existing technology platform has a similar customer experience your bank wants to emulate? Uber? Amazon? Chime?

- How can the journey's overall experience be improved?

- From examining customer feedback, where are the pain points in this journey? How can they be addressed?

- Throughout the journey, where does the customer exert effort? Where are the bottlenecks? How might such effort be reduced?

- What are the unanswered questions that the customer has during the journey, and how can we answer them?

- How can you save the customer time? Where can you use third-party data to speed things up? What portion of the journey can you do after the conclusion of the journey?

- Can the journey be improved by reordering its steps?

- How can we address points during the journey where the customer's expectations are not being met?

- At which steps should we provide affirmation or encouragement to the customer? Are there gamification techniques that are relevant?

- What is blocking the achievement of the customer's journey's attributes, and what can eliminate those blocks?

Employee Experience (EX)

- Focus on those employees who are involved in supporting the customer journey you have selected — either those who interact directly with customers or those who support customer workflows and transactions.

- How can the experience of employees supporting this customer journey be improved?

- Where is there high employee effort that is required to support the target customer journey?

- What would make their jobs easier?

- What technology or information would help them do their jobs more accurately and effectively?

- Which employee processes of this journey could be streamlined? Accelerated? Reordered?

- Where are there people, skills or knowledge gaps that need to be addressed?

User Experience (UX)

- What design improvements would lower the friction of the customer journey? How would Apple change the journey?

- Where are there opportunities to make the journey more intuitive and simpler for customers or employees?

- How can information be structured and presented to make it more digestible?

- How can written and visual assets be deployed to improve the journey?

- Can parts of the journey be done as "one-clicks"? Things like appointment setting, or card reordering.

- What information can be provided before hand to prepare the customer or employee?

- What are the obstacles hindering product / service adoption? What can be done to remove them?

Multichannel Experience (MX)

- Through which other digital touchpoints (e.g., web, mobile apps, chatbots, augmented reality [AR] / virtual reality [VR], wearables) or interaction modalities (e.g., touch, voice, vision, gesture) could the customer journey be delivered for an improved experience?

- How similar is the digital journey to the in-branch journey?

- What opportunities exist to make such interactions more seamless, such as using event-driven architecture?

- How might customers and employees better communicate and share information with one another digitally?

- How easy is it for the customer to get help if they are online or mobile?

- Under what circumstances are customers proceeding through the journey? For example, are they going through the journey while traveling? At home? For someone else? Does that suggest new digital touchpoints or modalities?

- Where might you improve conversational interfaces (e.g., chatbots, Walk Me, Video Chat) to enhance the customer journey?

- What design elements can be grouped together or "composable" to be used in other applications and channels? Routines like opening an account, signing up for a new product, changing an address, getting help, or referring a friend can be standardized.

Knowledge Building

- Should the Bank form a "center of excellence" around Total Experience to codify best practices and train staff?

- What experts can be brought in to increase the Bank's knowledge? Behavior science? Usability? How to collect customer feedback?

- How can the Bank better gather and leverage customer feedback to enhance its understanding of the Total Experience?

- What other banks does your team want to emulate? What other companies?

Once you have the answers to these questions, the output in each of the four categories can serve as a repository of improvement ideas from which the most promising are added to the product roadmap or are more fully explored.

Next Steps

Once you've answered the above questions...

What are your target outcomes of the journey?	[List outcome — time to complete, etc.]
What do you want the customer quotes to look like in your product press release?	List the attributes you want customers to rave about.

Next Steps – Total Experience Starter Template

Use this template to start to outline your desired total experience journey.

Total Experience Journey:	[Name of product, type (retail, commercial, specialty, etc.) and channel (mobile, branch, etc.)]
Expected Time through Journey:	[List fastest expected time]
Customer Journey to Apply Total Experience to:	[Name of customer journey]
Target Attributes of This Customer Journey:	• [Outcome(s)]
Target Attributes of This Customer Journey:	• [Attribute 1] • [Attribute 2] • [Attribute 3]
Employee Touchpoints:	[List points of interaction where the customer has a change to interact with the customer]

Add ideas for features, products, services, projects, etc., to achieve the journey's target outcome(s) and attributes below:

Customer Experience (CX)
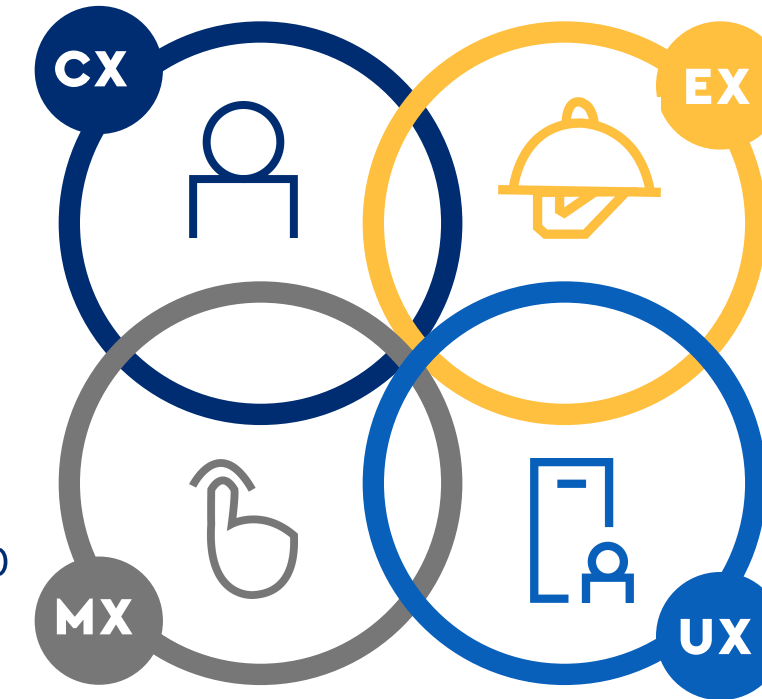
- Idea 1
- Idea 2
- (etc.)

Employee Experience (EX)

- Idea 1
- Idea 2
- (etc.)

Multichannel Experience (MX)

- Idea 1
- Idea 2
- (etc.)

User Experience (UX)

- Idea 1
- Idea 2
- (etc.)

Source: Gartner
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Questions?

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