

# building loyalty through trust

Even before the COVID-19 pandemic, the battle for accountholder engagement and satisfaction was reaching new heights. And while it's no secret that the world is turning digital, the virus significantly accelerated the pace at which that's happening. In the blink of an eye, we saw daily life in the United States change. COVID-19 changed our economy, healthcare, even our lifestyles. It forced the adoption of online and mobile channels and created a tipping point for digital and contactless payments.

## keeping pace with digital adoption

At the beginning of the COVID-19 pandemic, the industry saw 35% of consumers increase their online banking usage. Mastercard reported more than 40% growth in contactless transactions during the pandemic; and in the first quarter of 2020, Visa saw more than 13 million customers in Latin America make their first-ever online transaction.<sup>1</sup> What's more is the digital trend doesn't seem to be going away. Of the 48% of consumers who have shifted their shopping online, 86% intend to stick with those experiences and 63% plan to maintain at least some of those digital behaviors.

To maintain relevance, banks and credit unions will need to continue focusing on enhancing the [digital experience](#) to drive adoption and engagement. However, you can't lose sight of the importance of high-touch human service options when and where accountholders need it. It's digital *plus* human that will win the heart, mind, and loyalty of today's consumers. We need to stop talking about just the "digital channel" and start shifting the conversation to digital experience with an emphasis on the basics: simplicity, convenience, the human touch, and trust.



In the battleground of accountholder loyalty, delivering digital products and services isn't enough on its own.

## understanding your accountholders

People need to feel valued, understood, and protected. To know that you are there with them, by their side, during extraordinary moments of need. Because in addition to still being anxious about contracting the COVID-19 virus, they're worried their finances will suffer when pandemic aid runs out and relief policies expire. While community and regional financial institutions alone can't alleviate all those fears, taking the time to listen to and understand your accountholders can go a long way toward building trust and providing a sense of relief and normalcy.

The 2021 U.S. Trends Report shows that most people in the United States continue to struggle with their financial health – with the majority (66%) being considered not financially healthy.<sup>2</sup> Not surprisingly, accountholders are most worried about getting out of debt, unforeseen large expenses, paying household bills, and healthcare expenses. They're also worried about the survival of their businesses – losing revenue or closing altogether. According to the Trends Report, 73% of businesses who couldn't pay their bills on time closed or permanently went out of business and 57% of those who did pay their bills on time still experienced earning less revenue.<sup>3</sup> As your business borrowers continue to feel the lingering effects of COVID-19 on their bottom line, they're going to keep looking to you for assistance.

The reality is your accountholders need you now more than ever. They need to trust that you'll be there for them. To build that trust, they need to see you as honest and ethical, reliable and dependable, easy to do business with, financially strong, and a provider of good service.



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## meeting the needs of your accountholders

The first thing your customers or members need from you is to be able to trust you to handle the basics. They want to make sure they can pay bills online and deposit checks remotely. The next step in building trust is addressing their concerns. They need you to help them get out of debt, resolve problems, pay bills on time, and handle unforeseen large expenses. And finally, accountholders need to trust you to guide them in meaningful moments like addressing account fraud, buying a home, starting a new business, and planning for retirement.

[People](#) need their experiences to be empathetic, authentic, relevant, seamless, appropriately simple, and personal. According to a Salesforce Research survey of 6,700 consumers and business buyers, 84% of consumers say being treated like a person, not a number, is very important to winning their business. Delivering personalized experiences drives loyalty, with 70% of consumers saying a company's understanding of their individual needs influences their loyalty, and 69% saying the same of personalized care.<sup>4</sup>

## delivering on expectations

In this world of personal-meets-digital expectations, financial institutions rely on technology. That technology should be more than a series of individual pieces – but instead, a comprehensive platform that fuels growth, innovation, and member trust. To deliver on the services and personal touch your accountholders need, it's vital your technology is customizable, scalable, intuitive, and – perhaps most importantly – open. Your technology partner should never hinder integration opportunities that are in the best interest of your institution or your accountholders. Open, powerful, integrated technology means you can reach your customers or members in their moments of need with the [personal service](#) they deserve.



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# watching loyalty pay off

According to Microsoft®, when a company achieves a 7% increase in brand loyalty, the consumer lifetime value of each client can rise by 85%. In other words, all businesses are built on relationships – especially loyal ones.<sup>5</sup>

Taking advantage of the current digital shift to accelerate your growth – and using that technology to provide personalized service and support – will strengthen your institution's credibility, undoubtedly leading to accountholder trust and loyalty.

When you partner with Jack Henry™, you get a well-rounded financial technology company with leading digital, core, lending, payments, and fraud capabilities – so you can improve the customer or member experience across all of your touchpoints and digital channels. Jack Henry's powerful and integrated technology means you can reach your accountholders in their moments of need, building loyalty and growing your base. And because we've always had an open approach to working with regional and community financial institutions, Jack Henry will never hinder integration opportunities that are in your best interest. We're dedicated to offering a platform that allows for open integrations so you can serve and safeguard your business and accountholder needs.

## deliver exceptional experiences

[Learn how](#) Jack Henry can help you build loyalty and exceed expectations.

For more information about Jack Henry, visit [jackhenry.com](https://jackhenry.com).

### sources

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