

Your bank needs a payments strategy!



Just saying...y'all

Presented By: Marisa Reynolds • Director of Fintech & Vendor Relations • Genesys Technology Group, LLC • marisa@genesystg.com

"The financial services industry is in the midst of a **significant transformation**, accelerated by the pandemic with **electronic payments** being the **epicenter**."



90% of banks' useful customer data comes from payments



56% of users want the convenience of a single app for all payments and 60% want a single app which tracks payments from multiple providers, giving them **greater transparency and control**

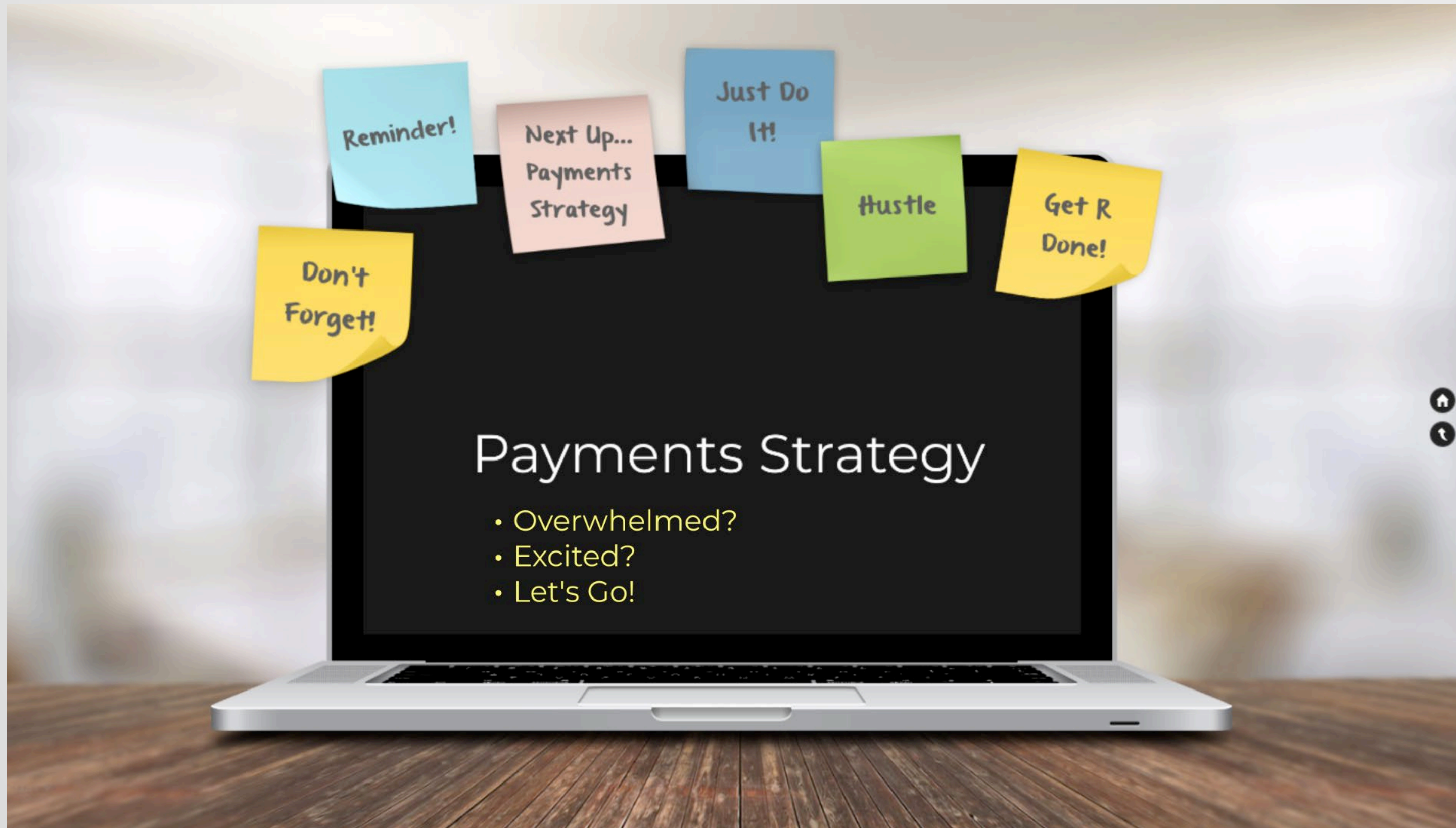


Consumers are adopting **next-generation payments**. A recent study found that 56% use digital wallets, 10% use A2A payment apps and 6% use BNPL.



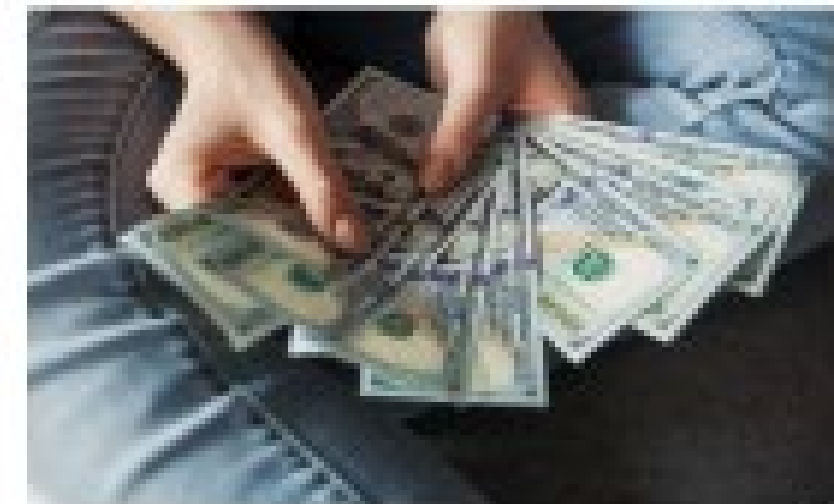
Banks can differentiate their payments brands by focusing on customer or product niches. Deep understanding of customer requirements are essential.

Sources: PWC, Accenture, and Forbes





What's your strategy?



Payments

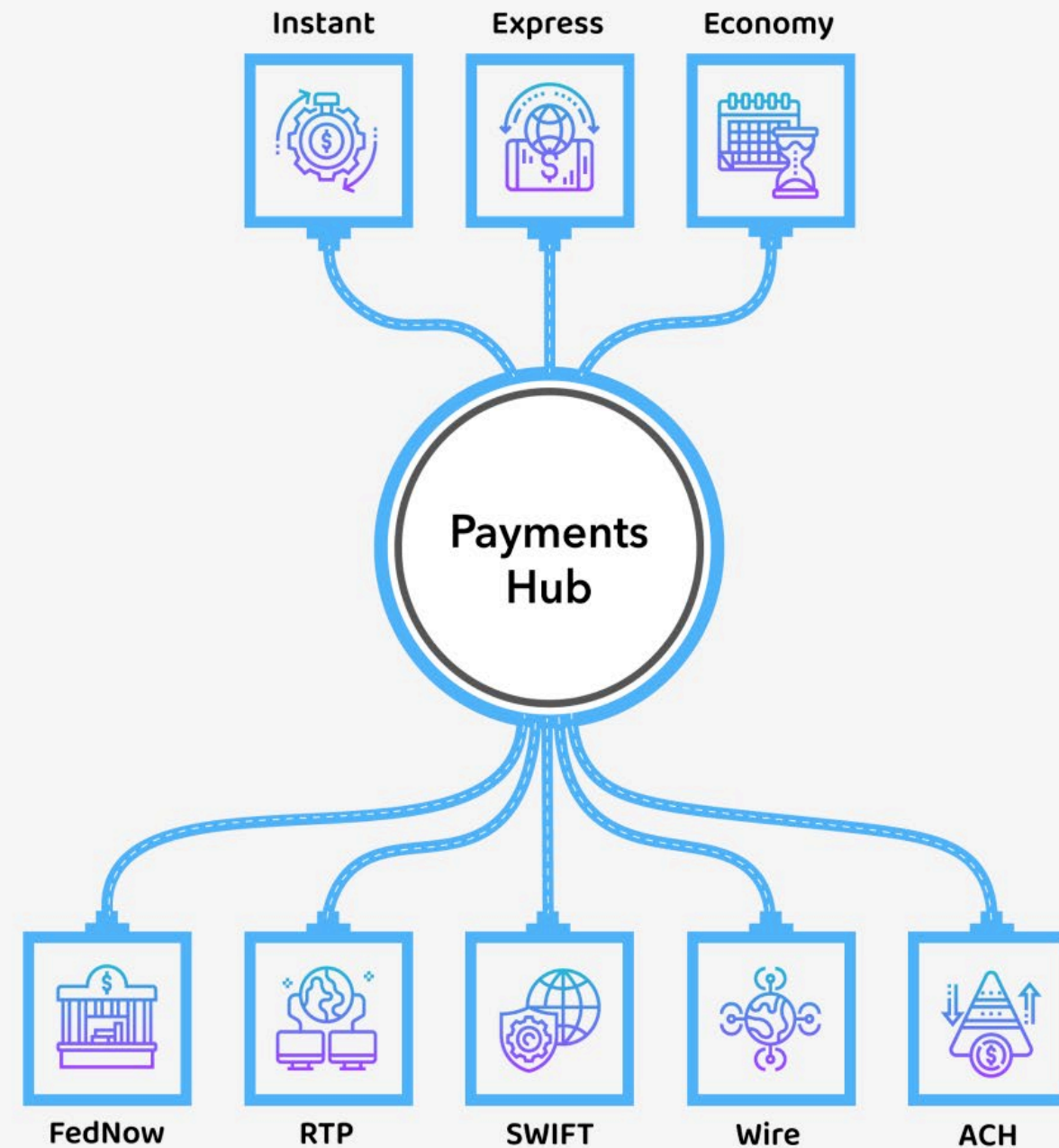
"...If you can improve 1 % every day" - Tiny Changes, Remarkable Results ~**James Clear (Atomic Habits)**

Payments Hub



Do you need a hub?

Educate • Strategy • Deploy



Step Up Your Game:

1. Full Court Press Efficiency
2. Slam Dunk Upgrade
3. Fast Break for Instant Payments
4. Defense Wins Championships



Services that support **your** payments initiatives.



Core Services

Strategic Technology Planning

Core Renewals & Negotiations
In-House v. Outsourcing

Systems Evaluation & Selection

FinTech Due Diligence

Merger & Acquisitions
Digital Makeovers

Payment Hubs Evaluations



Card Services

Card Optimization

Increase Income
Minimize Expense

Card Branding Negotiations

PIN Network Analysis

ITM Strategy



Support Services

Conversion Management

Migration Management

New Product Installation

Project Management
Merger & Acquisitions
ITM / Virtual Branch Launch
Branch Expansion
EPMO Retainer



Importance of Payment Strategy

Massive transformation



Operational Efficiency

Enhanced CX

Competitive advantage

Fuel Growth



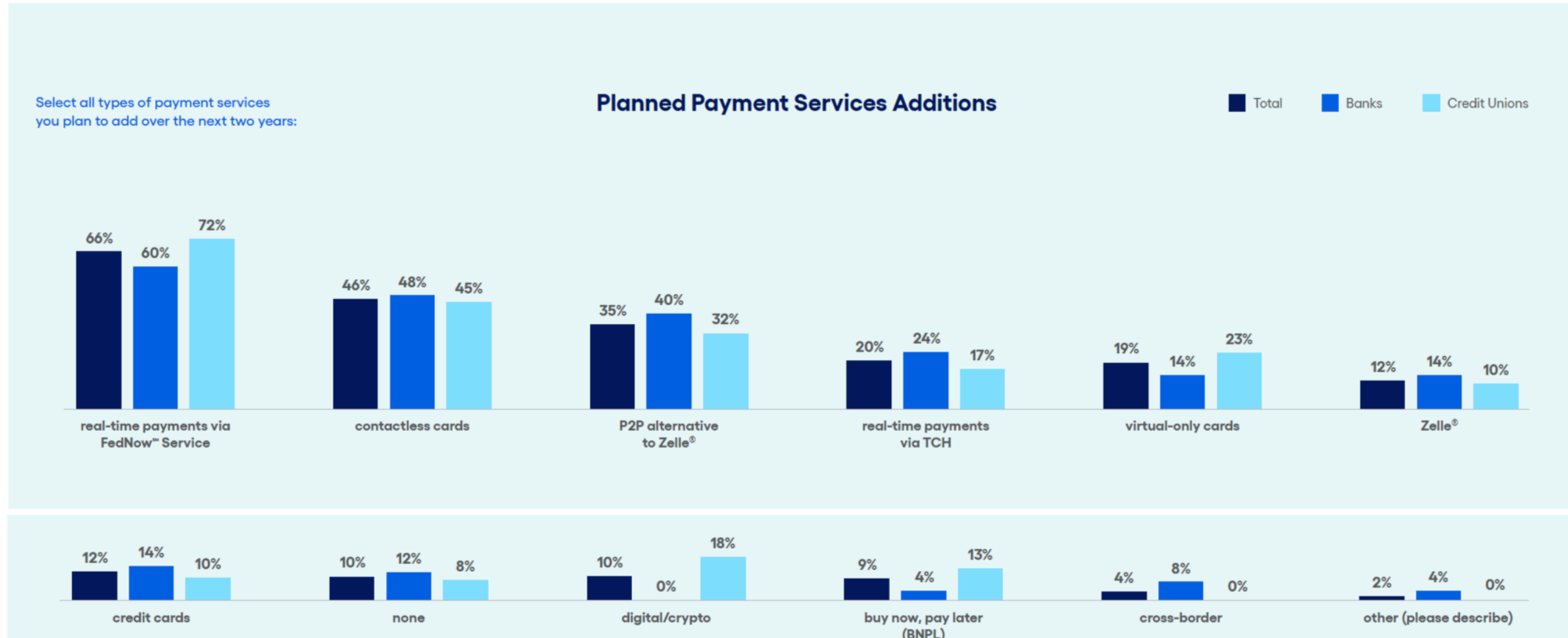
Evolving Customer Expectations

- **instant** gratification
- **easy to use** and convenient
- **personalization:** ability to choose the best method of payment
- **secure** services
- **fraud** protection

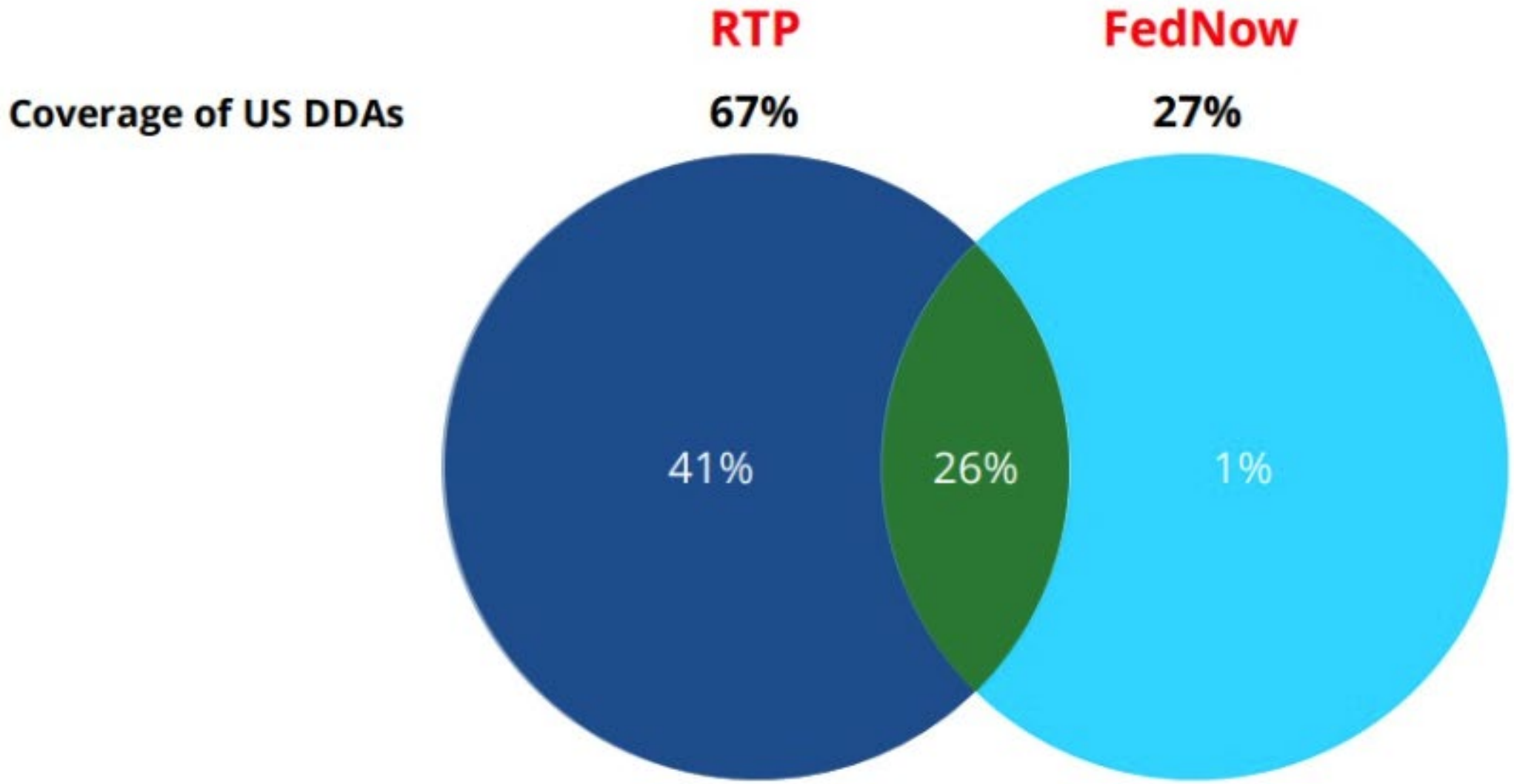


Recent Jack Henry Study Results :: Plans for New Payments Services

Payments continue to be a top priority for banks and credit unions, as almost all financial institutions plan to add new payments services over the next two years with FedNow™ topping the list followed by contactless cards and a P2P alternative to Zelle.



THE TWO REAL-TIME SYSTEMS HAVE EXTENSIVE OVERLAP



Note: Estimate of DDA coverage based on the number of DDAs at each disclosed participating FI, based on SNL Financial data

RTP use cases and impact

BridgeHaul's applications

- Immediate payments in the field
- Use of intelligent routing
- Payments to drivers with regional or local banking relationships

Need for (payment) speed

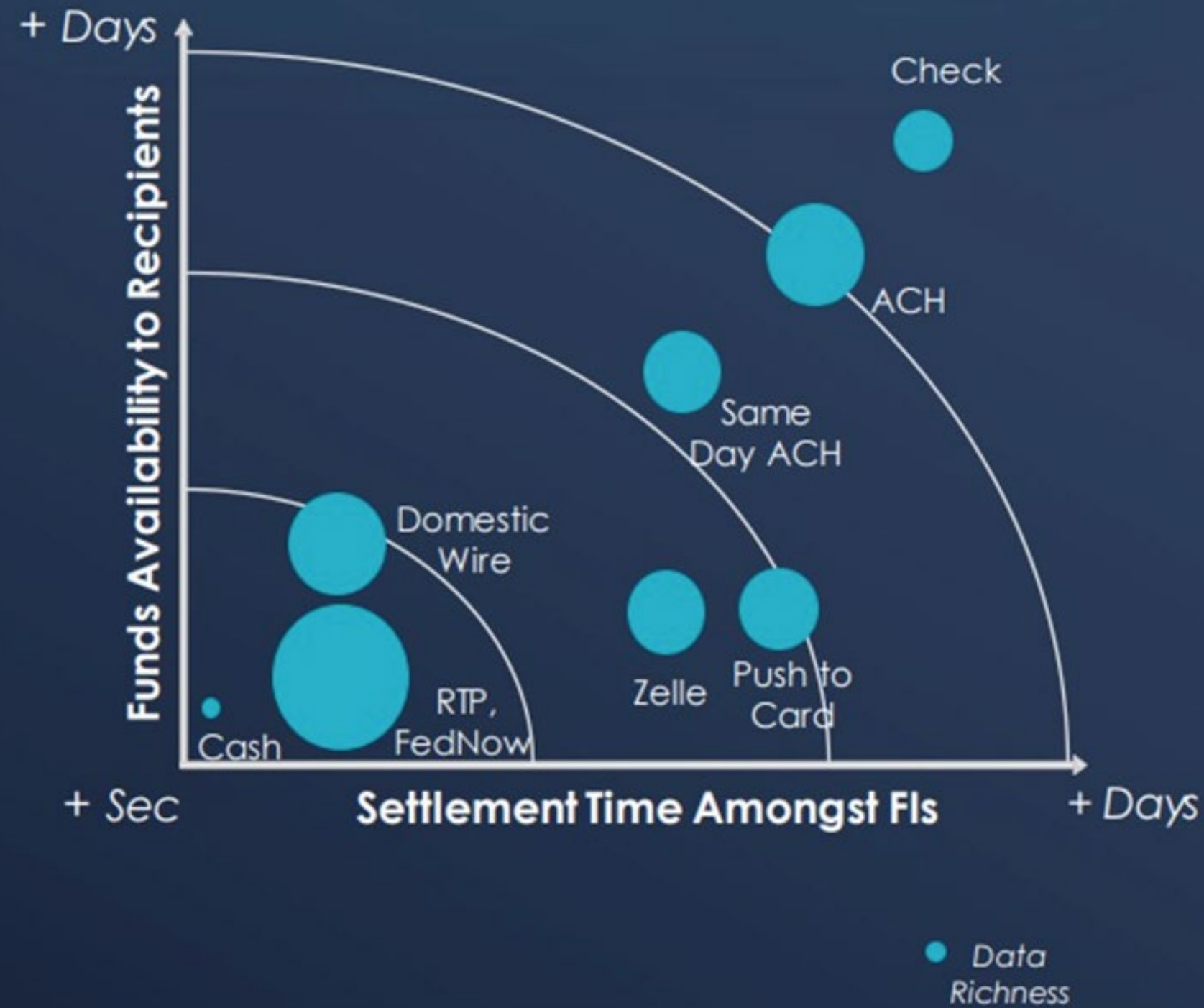
Impact

- Improved cash agility
- Lower costs + expanded margins
- Operational efficiency – simplicity of bank account vs. debit card to receive cash



Speed + savings + simplicity =
enterprise value

How it works



Payments Strategy Outline ★

Share

Uncategorized (0)	Objectives (2)	Market & Niches (3)	Business Case (6)				Strategy (7)			After Action Review (9)			Road Map (4)		Additional Considerati... (0)														
			Executive Overview	Project Description	Cost Analysis	Benefits & Expectations	Risks & Issues	Approval	Purpose	Implementation	Profitability & Costs	Sales & Service	Products & Services	Marketing & Collateral		Training & Development	What did we expect to happen?	What actually happened?	Why were there difference...	What worked?	What didn't?	Why?	What can we improve & how?	Determine when the AAR ... be performed	Determine how you will perform the AAR	New Niches	New Markets	New Products	New Services
			+ Add Lane																										
			+ Add Lane																										
			+ Add Lane																										
			+ Add Lane																										

Business Case (6)

Executive Overview

- Alignment to Bank Wide Stra...
- Know Your WHY
- Promote Payments Ecosystem
- Grow & Retain Relationships
- Customer Experience
- Compliance Components
- Security & Fraud
- Increased Competition

Add Subtask

0/8

Project Description

Cost Analysis

Benefits & Expectations

Risks & Issues

Approval

Strategy (7)

Purpose

Implementation

Profitability & Costs

Sales & Service

Products & Services

Marketing & Collateral

Training & Development

+

After Action Review (9)

What did we expect to happen?

What actually happened?

Why were there difference...

What worked?

What didn't?

Why?

What can we improve & how?

Determine when the AAR ... be performed

Determine how you will perform the AAR

+

Road Map (4)

New Niches

New Markets

New Products

New Services

+

Category (68)

Objectives (2)

Market & Niches (3)

Executive Overview
0/8

Project Description ^ ⋮

- Vendor Alignment
- Due Diligence
- Review of Available Solutions
- References
- Features
- Functionality
- Policy & Procedures
- Data & Analytics

Add Subtask

0/8

Cost Analysis
0/7

Purpose
0/5

Implementation
0/6

Profitability & Costs
0/3

Sales & Service
0/3

Products & Services
0/2

Marketing & Collateral
0/2

Project Description (0/8)

Cost Analysis

- One Time Fees
- Monthly Fees
- License Fees
- Quantity/Units
- Multiple Vendors
- Human Resource Allocations
- Hardware/Software

Add Subtask (0/7)

Benefits & Expectations (0/7)

Implementation (0/6)

Profitability & Costs (0/3)

Sales & Service (0/3)

Products & Services (0/2)

Marketing & Collateral (0/2)

Training & Development (0/5)

What a... (Yellow)

Why w... (Yellow)

What v... (Yellow)

What c... (Yellow)

Why? (Yellow)

What c... how? (Yellow)

Determ... be perf... (Yellow)

Determ... perform... (Yellow)



0/8

Cost Analysis

0/7

Benefits & Expectations

- Competitive Advantage
- Use Cases
- Payments EcoSystem
- Improved Cash Flow
- Customer Satisfaction
- Reduce Risk & Costs
- Data & Analytics

Add Subtask

0/7

Risks & Issues

0/8

0/6

Profitability & Costs

0/3

Sales & Service

0/3

Products & Services

0/2

Marketing & Collateral

0/2

Training & Development

0/5

+

Why v

What

What

Why?

**What
how?**

**Deter
be pe**

**Deter
perfo**



Benefits & Expectations
☰ 0/7

Risks & Issues

- Risk Assessment
- Identify Threats
- Risk Appetite
- Manage Risks
- Risk If No Implementation
- Realignment Process/Proced...
- Collaboration of Team Mem...
- New/Alignment Policies

Add Subtask

☰ 0/8

Approval
☰ 0/4

Sales & Service
☰ 0/3

Products & Services
☰ 0/2

Marketing & Collateral
☰ 0/2

Training & Development
☰ 0/5

+ (Add Subtask)

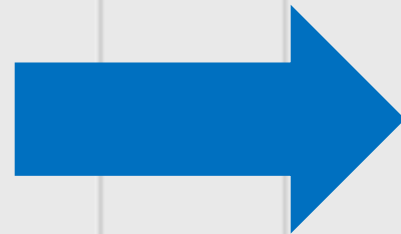
What

Why?

What how?

Deter be pe

Deter perform



Risks & Issues ☰ 0/8	Products & Services ☰ 0/2	What how?
Approval <input type="checkbox"/> Technology Steering/Innovat... <input type="checkbox"/> Executive/Management <input type="checkbox"/> Innovation/Board Committee <input type="checkbox"/> Board Approval Add Subtask ☰ 0/4	Marketing & Collateral ☰ 0/2	Deter be pe
	Training & Development ☰ 0/5	Deter perfo
	+ (dashed box)	

Business Case (6)

Executive Overview

Project Description

Cost Analysis

Benefits & Expectations

Risks & Issues

App...

+



Strategy (7)

Purpose

- Collaboration Team Members
- Onboard Expand Retain Rela...
- Friction Free Service
- Scalable Solutions
- Meets/Exceeds Industry Sta...

Add Subtask

☰ 0/5

Implementation

- Project Management Resour...
- Vendor Implementation Sche...
- Website Implementation
- Ownership
- Discovery Work & Readiness...
- Processes & Procedures

Add Subtask

☰ 0/6

Profitability & Costs

- Measure What Matters
- Key Performance Indicators ...
- Net Income & Profitability

Add Subtask

☰ 0/3

After Action Review (9)

What did we expect to happen?

What actually happened?

Why were there difference...

What worked?

What didn't?

Why?

What can we improve & how?

Determine when the AAR ... be performed

Determine how you will perform the AAR

+

Road Map (4)

New Niches

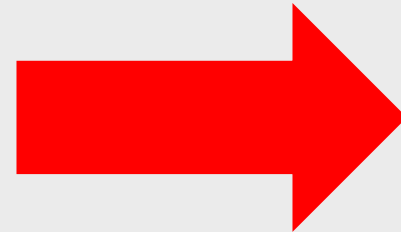
New Markets

New Products

New Services

+

Business Case (6)	Strategy (7)	After Action Review (9)
<div data-bbox="726 176 1222 255">Benefits & Expectations</div> <div data-bbox="726 277 1222 356">Risks & Issues</div> <div data-bbox="726 378 1222 457">Approval</div> <div data-bbox="726 480 1222 555">+</div>	<div data-bbox="1269 176 1765 527"> Sales & Service <ul style="list-style-type: none"> <input type="checkbox"/> Customer Recruiting, Retenti... <input type="checkbox"/> Internal Reports <input type="checkbox"/> Team Member Collaboration Add Subtask ☰ 0/3 </div> <div data-bbox="1269 549 1765 846"> Products & Services <ul style="list-style-type: none"> <input type="checkbox"/> Management of Existing Pro... <input type="checkbox"/> Vendor Management Add Subtask ☰ 0/2 </div> <div data-bbox="1269 868 1765 1164"> Marketing & Collateral <ul style="list-style-type: none"> <input type="checkbox"/> Marketing Plan (initial/ongoi... <input type="checkbox"/> Collateral Materials Add Subtask ☰ 0/2 </div> <div data-bbox="1269 1187 1765 1633"> Training & Development <ul style="list-style-type: none"> <input type="checkbox"/> Network with Peers <input type="checkbox"/> Association/Education Offeri... <input type="checkbox"/> Training (initial/ongoing) <input type="checkbox"/> FedLine Training <input type="checkbox"/> Back Office Processes Add Subtask ☰ 0/5 </div>	<div data-bbox="1812 146 2315 189">why were there difference...</div> <div data-bbox="1812 211 2315 290">What worked?</div> <div data-bbox="1812 313 2315 392">What didn't?</div> <div data-bbox="1812 414 2315 493">Why?</div> <div data-bbox="1812 515 2315 624">What can we improve & how?</div> <div data-bbox="1812 647 2315 756">Determine when the AAR ... be performed</div> <div data-bbox="1812 778 2315 887">Determine how you will perform the AAR</div> <div data-bbox="1812 909 2315 988">+</div>



After Action Review (9)

What did we expect to happen?

What actually happened?

Why were there difference...

What worked?

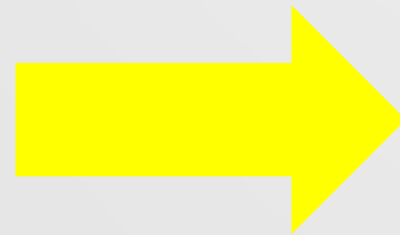
What didn't?

Why?

What can we improve & how?

Determine when the AAR ... be performed

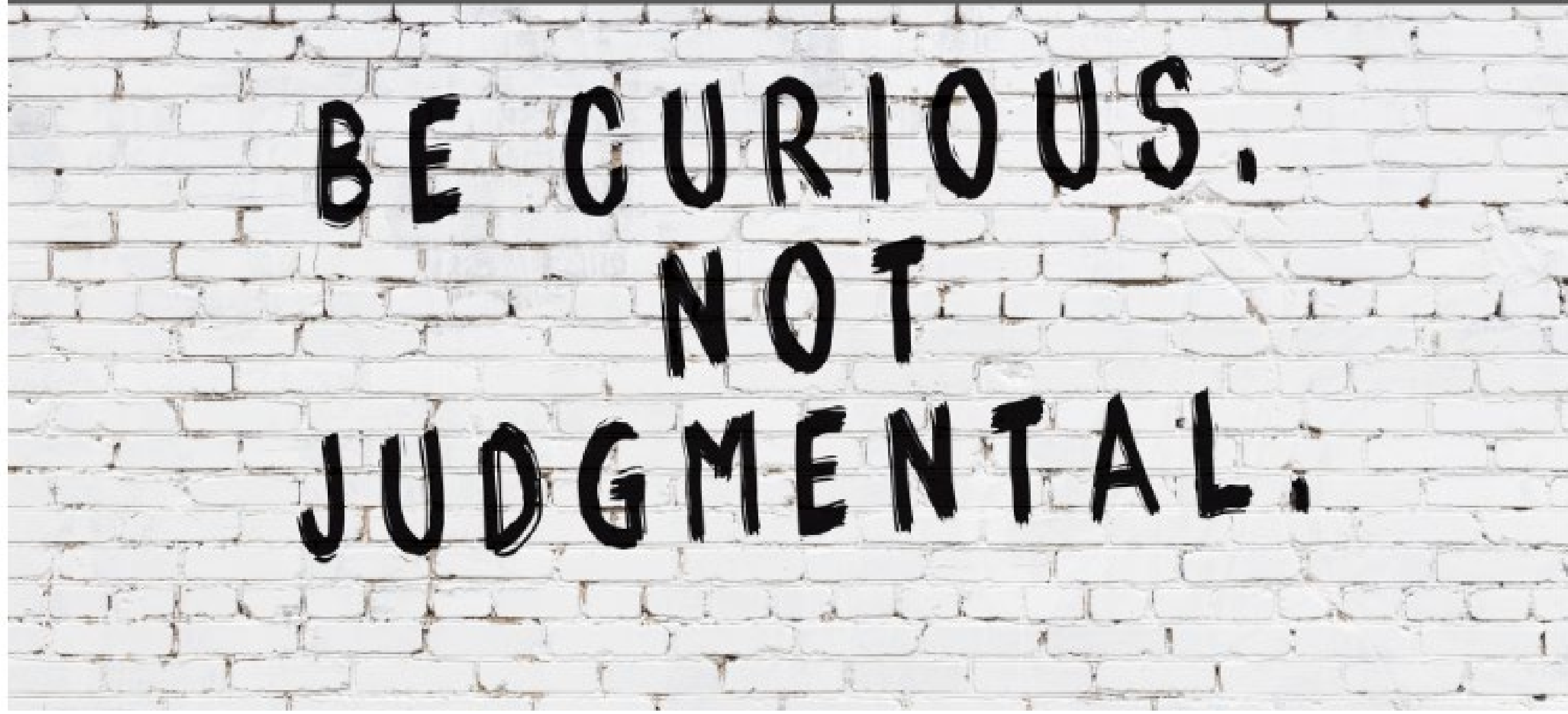
Determine how you will perform the AAR



Uncategorized (0)	Objectives (2)	Market & Niches (3)	Business Case (6) <ul style="list-style-type: none">Executive OverviewProject DescriptionCost AnalysisBenefits & ExpectationsRisks & IssuesApproval+ (Add)	Strategy (7) <ul style="list-style-type: none">PurposeImplementationProfitability & CostsSales & ServiceProducts & ServicesMarketing & CollateralTraining & Development+ (Add)	After Action Review (9) <ul style="list-style-type: none">What did we expect to happen?What actually happened?Why were there difference...What worked?What didn't?Why?What can we improve & how?Determine when the AAR ... be performedDetermine how you will perform the AAR+ (Add)	Road Map (4) <ul style="list-style-type: none">New NichesNew MarketsNew ProductsNew Services+ (Add)	Additional Consideratio... (0) <ul style="list-style-type: none">+ (Add)
-------------------	----------------	---------------------	---	--	--	--	---

Call to Action...

Plant the seeds of curiosity in your bank.



BE CURIOUS.
NOT
JUDGMENTAL.



What's your barbeque **sauce**?





Payments are evolving.

Where are you?




1.



Know who **you** are

2.



evolving means being curious

3.



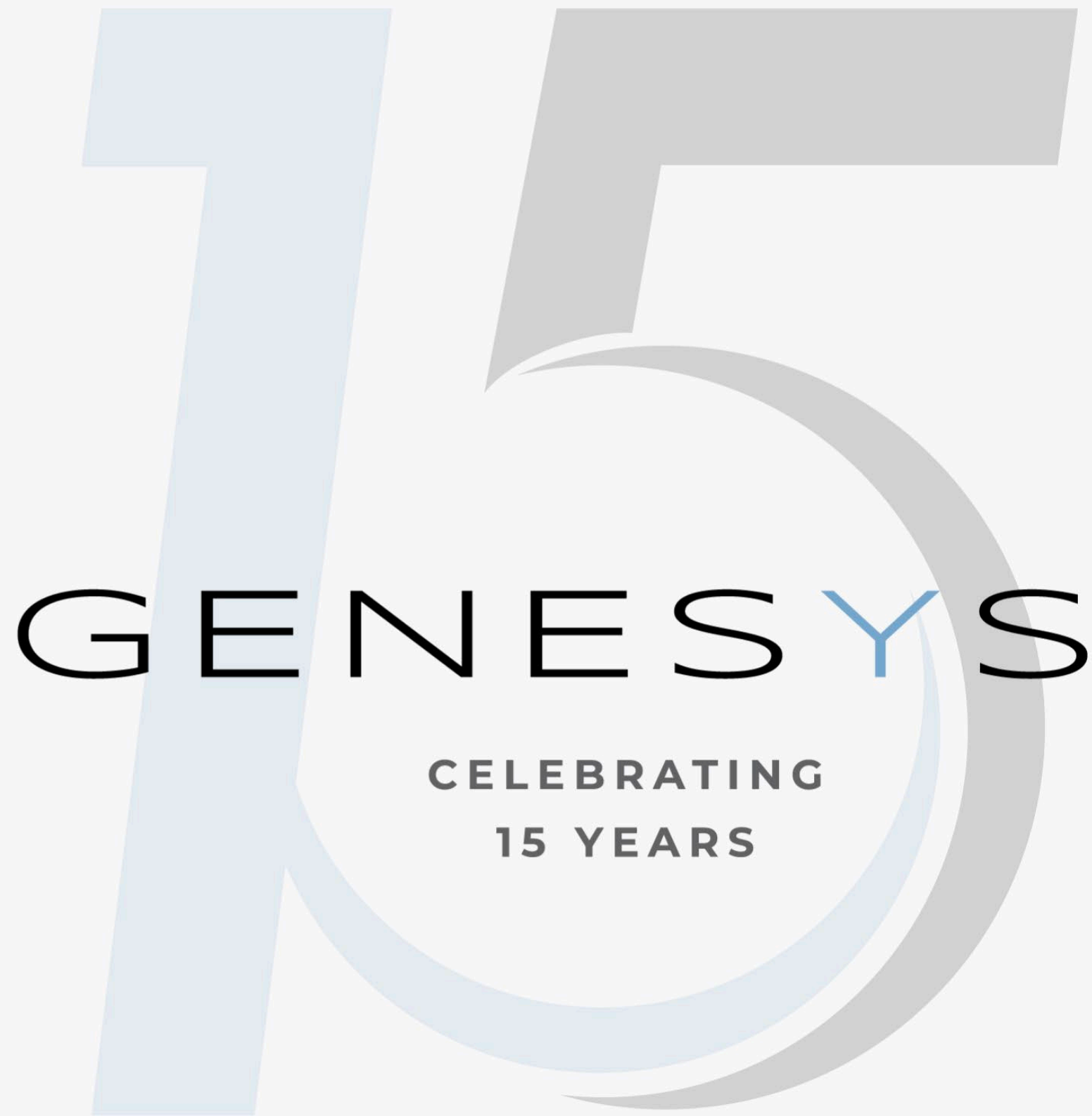
understand your customers' needs

4.



develop and implement your strategy.

Innovation is possible when you have confidence in your strategy.



Connect!

Marisa Reynolds

Director of Fintech & Vendor Relations
Genesys Technology Group

marisa@genesystg.com

(o) 770-576-4565 | (m) 706-540-4718



**Bank Technology Consulting
That Pays for Itself.**



Your bank needs a payments strategy!

Just saying...y'all



Presented By: Marisa Reynolds • SVP Fintech & Vendor Relations • Genesys Technology Group, LLC • marisa@genesystg.com