



# RICHARD BOOKING

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## Bank President

“Our new digital bank helped to accelerate market share and retail deposit growth.”





## ABOUT RICHARD

Richard Booking is president of InterContinental Bank, a global bank headquartered in the U.S. with subsidiaries in Europe.

**Age:** 55  
**Location:** U.S.  
**Company:** InterContinental Bank  
**Job:** Bank President

## RICHARD’S CHALLENGES

- Modernize InterContinental to offer a relevant, engaging, real-time customer experience
- Defend against challengers and maintain his bank’s share of new deposits to ensure long-term profitability
- Appease his customers, who are restive, with high expectations that are increasingly set by their experiences outside of financial services
- Incorporate mobile and digital banking and payment technology offered by traditional financial institutions and fintech disruptors, that has shown customers that they don’t have to settle for anything less than a true customer-centric bank experience

## FIS™ DIGITAL BANKING SOLUTIONS

- FIS Modern Banking Platform
- FIS Digital One
- FIS Code Connect
- FIS Enterprise Customer
- FIS Enterprise Product and Pricing
- FIS partnership with Precisely RapidCX customer communications

Let’s see how FIS supports InterContinental Bank and empowers its president to grow their retail deposits.

## LEGEND

As you take this customer journey, pay close attention to how FIS digital banking solutions help your institution to run, connect and grow.

- R** **RUN:** support new business models and respond to evolving customer needs.
- C** **CONNECT:** offer clients a true customer-centric experience.
- G** **GROW:** meet the challenges of the digital age and support long-term goals.

*NOTE: In many instances, we carry out multiple processes simultaneously.*






**RETAIL DEPOSIT GROWTH NEEDED TO FUEL INTERCONTINENTAL’S AMBITIONS**

Richard knows that retail deposits are critical to the bank’s growth and profitability. At InterContinental, competition over deposit growth was historically fought at the branch level. Today, however, new digital bank entrants and changing consumer behavior have shifted the competition from the branches to digital channels.

Richard and his board identify the need to pursue an accelerated deposit growth plan targeting new markets and customer segments via a new branded digital-only parallel bank launch. With this increased deposit account balance, InterContinental Bank can leverage against its highly successful SMB lending portfolio.



**CONNECT:** Providing holistic financial data is a proven, effective means to engage with investors.





**INTEGRATED MARKET AND DATA ANALYTICS  
MAKE FOR SMARTER DECISIONS**

Portfolio, product and client segmentation analysis is performed complete with multiple “what if” scenario simulations, price sensitivity testing and best-in-class forecasting engine outcome results to determine go forward initiative details.

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**80%** Average loan-to-deposit ratio for small/direct banks

**\$500M** Deposits for a direct bank one month after launch

**\$1B+** Deposits for a direct bank within four months of launch

**C** **CONNECT: Providing holistic financial data is a proven, effective means to engage with investors.**



**DIGITAL-ONLY DIRECT BANK LAUNCHED TO  
FOCUS ON MARKET EXPANSION**

InterContinental Bank’s board selected the FIS Modern Banking Platform solution—based on the state-of-the-art design, digital capabilities and FIS expertise—as the technology behind their strategic, newly branded digital bank, InterDirect. With the new FIS platform, InterContinental was in market quickly with a digital bank that delivered a frictionless, on-demand customer experience that leverages low-cost cloud technologies to fast track deposit acquisition and offer new customers some of the highest interest rates available.



**RUN: Accelerate operational efficiency with a cloud-ready microservice with real time open banking solutions that empower flexible, nimble and robust modern banking operations and delivery.**





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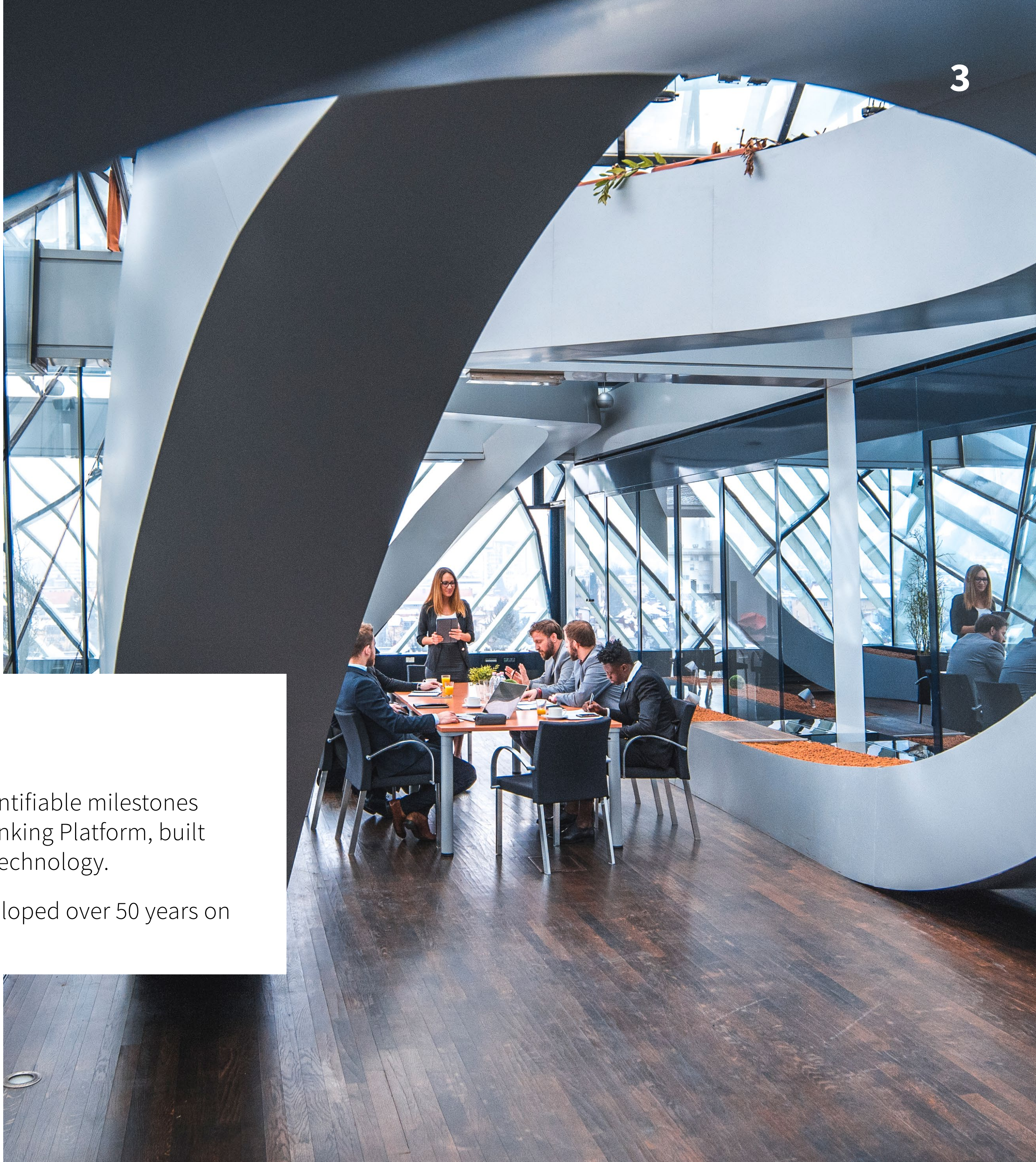
**FIS DIGITAL BANKING SOLUTION PROPELS  
INTERCONTINENTAL’S DIGITAL DIRECT BANK**

The FIS digital banking solutions are driven by business success and with quantifiable milestones along the way. At the core of this next-generation ecosystem is the Modern Banking Platform, built from the ground up as a cloud-enabled core with modern infrastructure and technology.

The Modern Banking Platform employs the best FIS intellectual property developed over 50 years on more than a dozen core solutions.



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## **RICHARD’S TEAM LEANS ON FIS FOR ENTERPRISE PRODUCT AND PRICING**

InterContinental Bank’s retail and deposit product teams meet to identify new product packaging details, including eligibility requirements, customer relationship services structures, origination and onboarding needs. To manage client value effectively, InterDirect is looking to strike that optimal balance between what’s good for the client and good for the bank. Such an approach demands agility, flexibility and innovation. And InterDirect will need to incentivize the right client behavior with control over three levers of client value: fees, rates and offers.



**CONNECT: Product criteria and fee/service structures created with relationship-based benefit and new needs assessment guidance.**






**ANSWER PRODUCT AND PRICING CHALLENGES WITH FIS’ RELATIONSHIP BASED SOLUTION**

FIS’ flexible and configurable product and pricing engine solves the challenges that many banks face with product management, product distribution and pricing. Product Catalog criteria and fee/service structures are created in accordance with new planned offerings complete with relationship-based benefit and new needs assessment guidance.

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- 80%** of an average bank’s total sales come from 20% of its products
- 10%** lift in revenue across products is possible by pricing clients differently
- 15%** lift in revenue is possible by increasing value for product features

**CONNECT: Product criteria and fee/service structures created with relationship-based benefit and new needs assessment guidance.**



**NEXT GENERATION RELATIONSHIP  
BANKING ATTRACTS NEW CUSTOMERS  
TO INTERDIRECT**

Richard asks his marketing and campaign teams to collaborate on competitive new deposit product/package offerings and target audience strategies which they can offer to new clients for InterDirect. They decide to launch a customer acquisition initiative directing potential customers to a fully digital account opening.



**GROW: A 360° customer view enables InterDirect to drive new campaigns with targeted offers designed to attract more customers and expand market share.**





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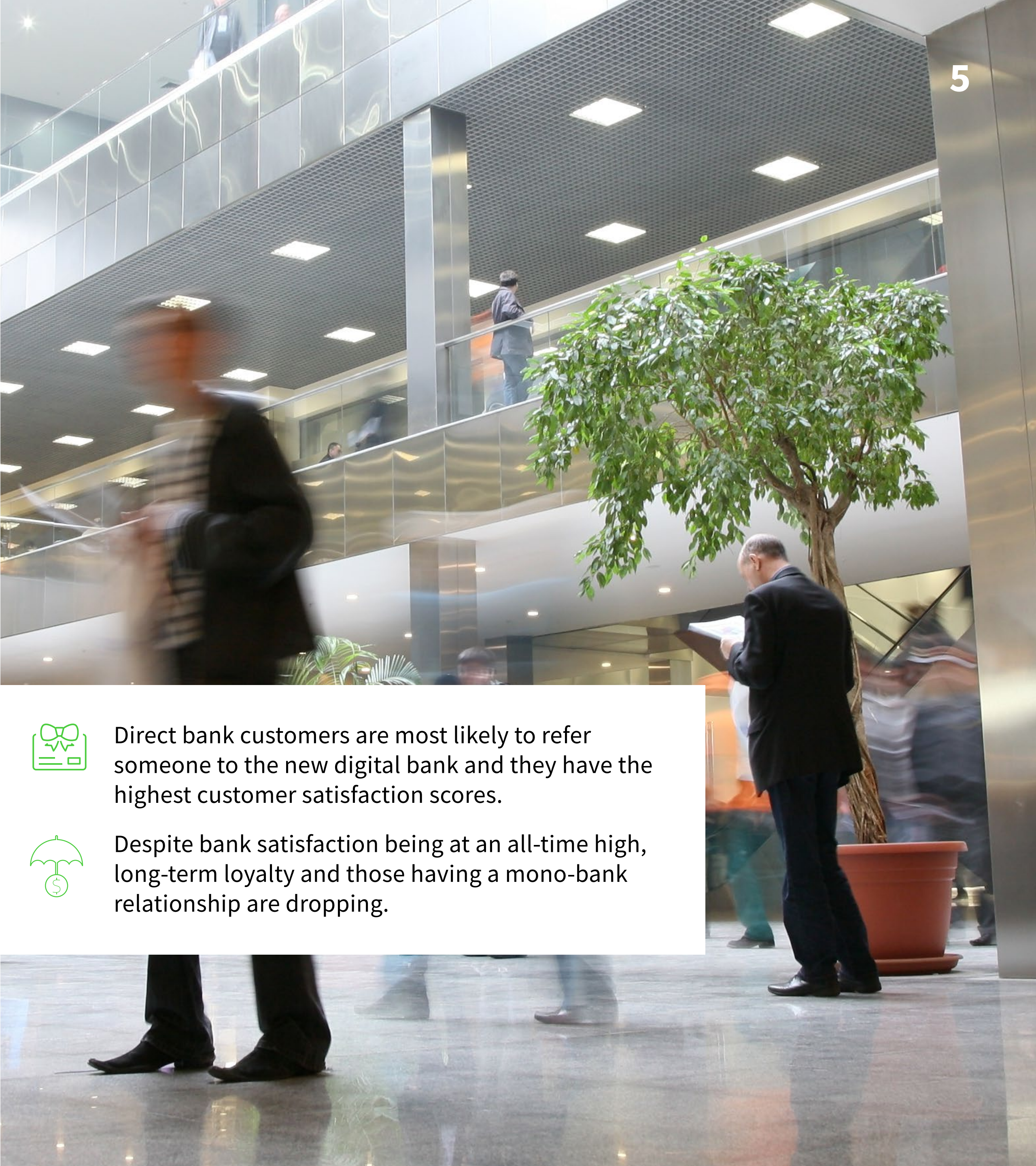
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360 DEGREE CUSTOMER VIEW  
PROVIDES CRUCIAL DATA

Invaluable data is gained from FIS Enterprise Customer and the digitally open FIS Core provisions Fintech Data Analytics solutions via FIS Code Connect to drive campaign and offer management marketing efforts. FIS Enterprise Customer provides a comprehensive view of crucial customer and arrangement information by either storing it within the database or retrieving and aggregating it from the underlying systems of record in real time. The result is a complete, enterprise-wide customer view.



**GROW: A 360° customer view enables InterDirect to drive new campaigns with targeted offers designed to attract more customers and expand market share.**



Direct bank customers are most likely to refer someone to the new digital bank and they have the highest customer satisfaction scores.



Despite bank satisfaction being at an all-time high, long-term loyalty and those having a mono-bank relationship are dropping.





**DIGITAL ONE MAKES ONLINE ACCOUNT  
OPENING A BREEZE FOR NEW INTERDIRECT  
CUSTOMERS**

Amy and Greg receive a targeted new deposit product offer with great rates from InterDirect and are excited to see that the bank enables complete digital account opening experience.



**CONNECT:** Complete frictionless digital customer experience and dramatically increased deposit account acceptance and seamless onboarding success rates.



**FIS DIGITAL ONE DRIVES DEPOSIT ACCOUNTS INCREASES**

FIS Digital One Online Account Opening enables complete frictionless digital customer experience and dramatically increases deposit account acceptance and seamless onboarding success rates.

**DIGITAL ONE MAKES ONLINE ACCOUNT OPENING A BREEZE FOR NEW INTERDIRECT CUSTOMERS**

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**1 in 3** account applications are abandoned

**#1** pain point for customers is finding time to visit a branch

**2/3** of consumers would open a deposit account online, but more than half of banks do not allow a customer's first account to be opened digitally

**C** **CONNECT: Complete frictionless digital customer experience and dramatically increased deposit account acceptance and seamless onboarding success rates.**



**DIGITAL CUSTOMER COMMUNICATION  
MANAGEMENT KEEP AMY AND GREG  
UP TO DATE**

Amy and Greg appreciate the convenience of impactful alerts and notifications delivered to them digitally as well as seeing how their banking relationship is valued and maximized based on their growing needs across products.



**CONNECT:** Whether it be transactional alerts, account notifications, insightful updates or comprehensive communications - all can be delivered digitally to each client when and how they prefer to create the ideal customer experience.





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**PRECISELY RAPID CX DELIVERS TAILORED NOTICES AND ALERTS**

Whether it be transactional alerts, account notifications, insightful updates or comprehensive communications - all can be delivered digitally to each client when and how they prefer, with Precisely Rapid CX customer communications management solution. Precisely provides a configurable set of services specifically tailored to meet client needs and maximize return on investment.



**CONNECT:** Whether it be transactional alerts, account notifications, insightful updates or comprehensive communications - all can be delivered digitally to each client when and how they prefer to create the ideal customer experience.







**SUCCESS REALIZED WITH FIS DIGITAL BANKING SOLUTIONS**

The decision to launch a new digital bank on FIS technology is reaping positive results for InterContinental.

At the next InterContinental shareholder meeting, Richard is delighted to report InterDirect’s dramatic deposit growth success rate, which has gained \$5 billion of new deposit funds within 12 months, that can be leveraged within their lending strategies.





## About FIS

FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our more than 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index.



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