

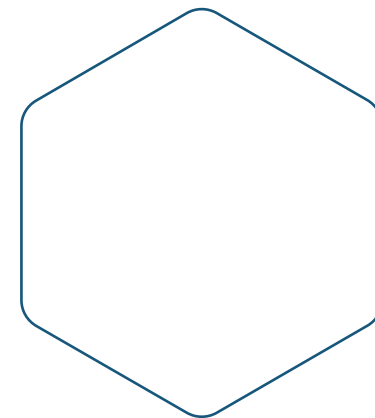
Breakout 4: The Key to Small Business Customers' Loyalty? Give Them What They Value

Missy Rose
Apiture



The Key to Small Business Customers' Loyalty? Give Them What They Value

Missy Rose
Product Lead, Business Banking



Our Mission

Apiture **empowers** financial institutions of all sizes to know and serve their clients with the care of a traditional community institution, at the **scale, speed,** and **efficiency** required in today's digital world.

Our Values



Sign Your Name

Your role is essential to our success. The products we build serve millions of people. Do your best work, everyday. Take pride in your accomplishments.



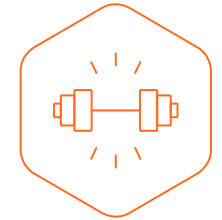
Have Fun

Enjoy your work. Build relationships. Bring a positive attitude. Add some levity to your next meeting. Embrace the journey.



Be Kind

We are all different. We come from different cultures, backgrounds and neighborhoods. Respect each other. Earn trust. Be authentic.



Finish Strong

Don't just provide data; do the analysis. Take responsibility for the details. The last 10% separates the good from the great.

Apiture Digital Banking Platform



Embedded
Components



Mobile UI



Web UI

Channels



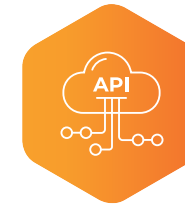
Consumer
Banking



Business
Banking



Account
Opening



API
Banking



Data
Intelligence

200+ Fintech Partners

savvymoney

glia

CheckFree

iPayTechnologies

zelle

MX

DEFENSESTORM

ensenta

intuit

alloy

Metavante

deluxe

NEURAL
PAYMENTS

monit

Alacriti

aws

40+ Core Interfaces

fiserv

corelation

MAMBU

FIS

jack henry

CSI

Small Business Definition



- Small Business – Less than 500 employees and less than \$42M in annual sales (depending on industry)



- Small Business - \$100K to \$10M
- Middle Market - \$10M to \$500M



- Small Business - \$100K to \$20M



- Small Business – less than \$50M
- Middle Market – \$50M to \$1B

Small Businesses in the U.S.



99.9%

Small Businesses

32M+

Businesses in U.S.

60%

Millennials

Source: Dec 2021, SBA Office of Advocacy

What Makes a Small Business Delighted With Its FI?

The following drivers account for 91% of the variability users have in overall bank satisfaction:

- Easy to do business with
- Proud to bank with my primary bank
- Appreciates our business
- Gets things right the first time
- I prefer my primary bank's products and services
- Effectively meets my credit needs



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FI Satisfaction Affects Loyalty of a Customer

NPS

Total Market
35

Very satisfied with primary bank
86
51 points higher than total market

REPURCHASE

% very likely to purchase from their primary bank again

Total Market
51%

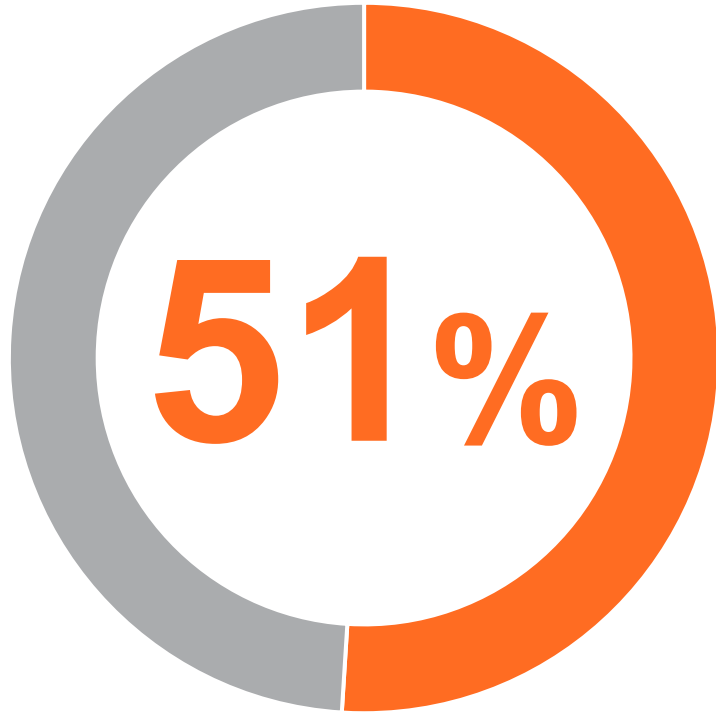
Very satisfied with primary bank
74%
23% higher than total market

CHANGE BANKS

% vulnerable (yes/not sure)

Total Market
18%

Very satisfied with primary bank
4%
14% lower than total market



of **large bank** business banking customers would switch for a **significantly better online banking** system

Source: Barlow Research, 2022 Digital Business Banking Report

Feature Gaps are Challenging Small Businesses

60%+ have gone beyond their banks to fill gaps

71% of those generate \$5M+ in revenue

Source: Aite-Novarica Group



Small Business Expectations

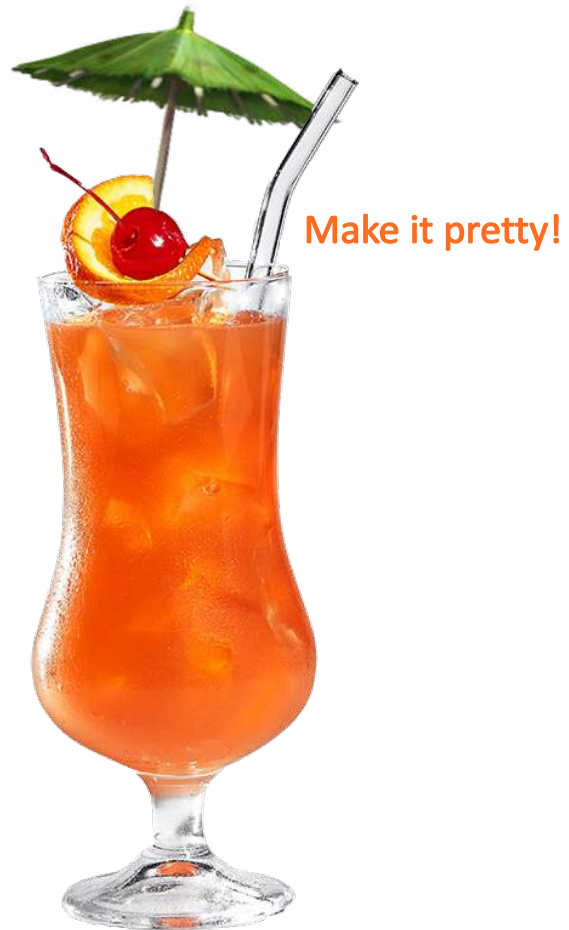
Delivering on small business needs is about helping them solve banking problems

Make it understandable

Help grow my business

Make things easy for me

What people think UX is



What UX *actually* is



Making ACH Payments Understandable

After multiple user studies

Top 3 findings:

1. Users don't read ACH rule books
2. Users are recipient centric
3. Users want to double and triple check their work

The screenshot shows a 'Review & Submit' interface for ACH payments. On the left is a progress sidebar with four steps: 'Payment' (Payment to individuals (PPD)), 'Recipients' (3 Recipients, \$892.13), 'Processing Details' (Single Payment, Payment Date 04/10/2023, From Biz Savings *6381), and 'Review & Submit' (which is the current step and highlighted with a circle). The main content area is titled 'Review & Submit' with the subtitle 'Review payment and submit for processing'. It contains a form with the heading 'Add a name and description for this payment'. The form includes a 'Payment Name' field with the value 'NewPayment' and a character count '10/10'. Below it is a 'Payment Description (optional)' field. There are two checkboxes: 'Mark payment as confidential' and 'Send prenotes for newly added recipients', both with information icons. At the bottom right are two buttons: 'Submit Payment' (in a dark blue box) and 'Finish Later'.

User Experience

- Modern look and feel
- Seamless navigation across products
- Workflows that align with processes
- Easy access to consolidated data

Source: Aite-Novarica survey of 1,004 U.S. small business financial decision makers, Q3 2021

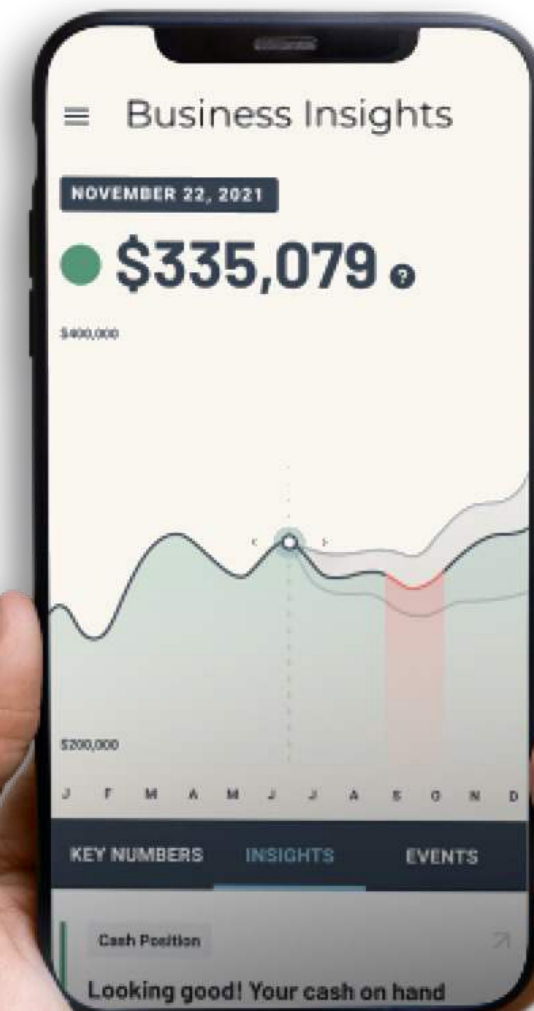
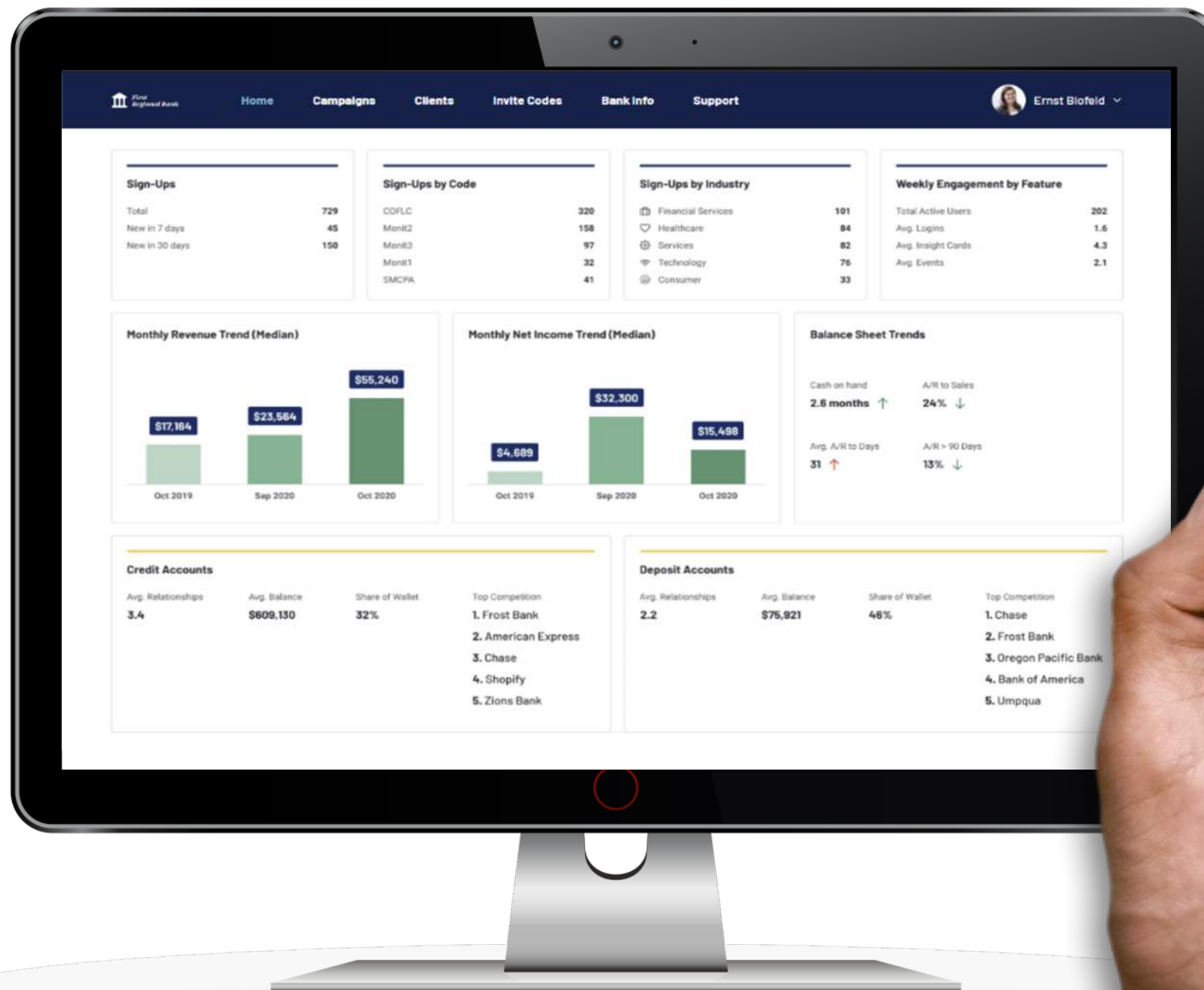


Features for Growth

- International payments
- Foreign exchange
- Cash flow and budgeting tools
- Peer benchmarking
- More mobile features

Source: Aite-Novarica survey of 1,004 U.S. small business financial decision makers, Q3 2021







Features for Convenience

- Easy new account opening
- Consistent experience between desktop and mobile
- Simplified payment initiation
- Ease of integration with accounting platforms
- Fraud prevention tools
- Importing/Exporting

Small Businesses Are:



Large in number



More tech-savvy than ever before



More aware of and in greater need of business-specific products



Willing to pay for the **right** product

Source: Aite-Novarica Group

What Did We Just Talk About?

Users have digital expectations:

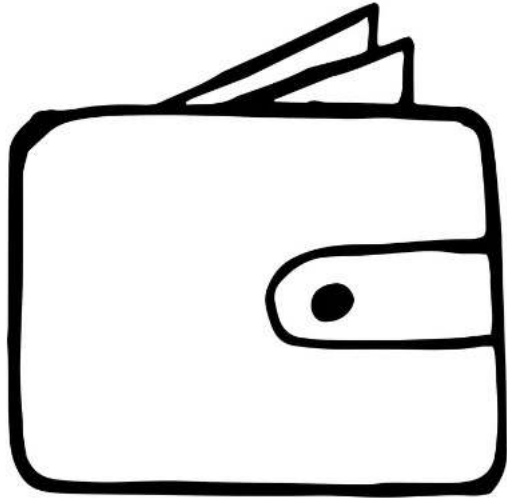
- Ease of use
- Modern look and feel
- Tools that deliver value
- Features that help them succeed

It's about understanding small businesses problems...



...and asking the right question

Draw a wallet



Draw a way to store money





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