BankDirector.

Breakout VI:
The Year of Omnichannel: Why This Banking Trend Is Table Stakes for Financial Institutions in 2023

#AOBA23

Dennis Devine
Alliant Credit Union

Frank Sorrentino
ConnectOne Bank

Moderated by:
Nathaniel Harley
MANTL

MANTL

A bit about us…

Dennis Devine

President & CEO

Nathaniel Harley

Co Founder & CEO

MANTL

Frank Sorrentino III

Founder & CEO

MANTL

is a fintech firm helping traditional financial institutions modernize and grow.

Founded 2016

Omnichannel account opening software

Billions in deposits per year

ConnectOneBank
a better place to be

- Public; (NASDAQ: CNOB)
- $9.6B in assets
- 24 retail offices
- HQ in Englewood Cliffs, NJ
- 502 employees

ALLIANT

- Private
- $19B in assets
- Digital-only
- HQ in Chicago, Il
- 850 employees

MANTL

Agenda

- **What is omnichannel account origination and how it differs from multichannel**

- **How industry leaders are achieving their goals with omnichannel**

- **Breaking the status quo: how to do it now**

- **Q&A**

MANTL

What is Omnichannel Banking and How it Differs From Multichannel

MANTL

# 35% of financial institutions mistake multichannel account opening for omnichannel

Multichannel

When customers switch channels, they have to start all over again.

Online

Call Center

Mobile

Branch

Application submission
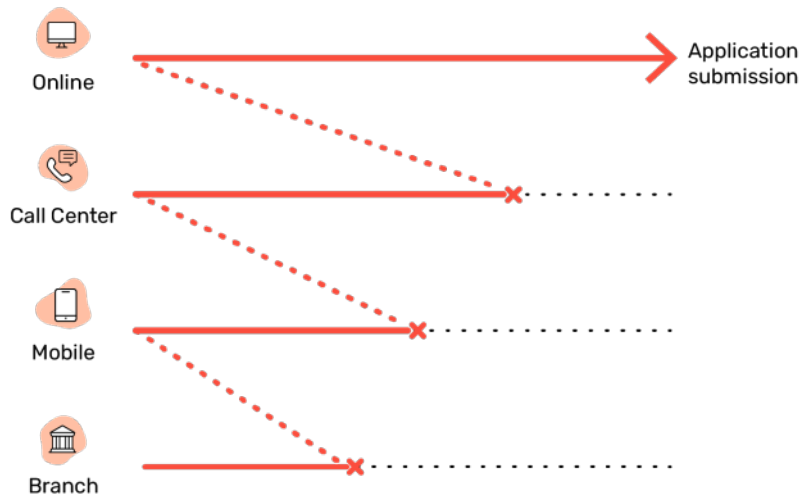
Omnichannel

Customers can switch from one channel to the next without losing their place in the process

Online

Call Center

Mobile

Branch

Application submission

MANTL
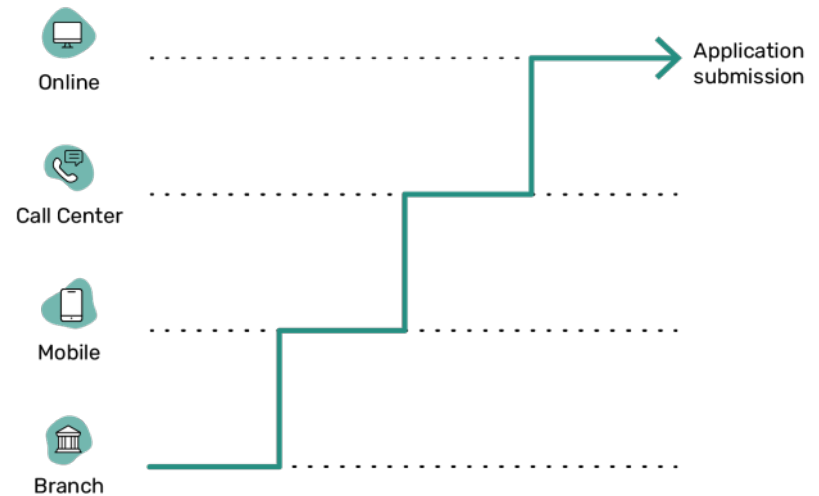
What is Omnichannel Account Origination

- Bridges the gap between online and in-branch

- Real-time syncing across channels

- Consistent experience for bankers and customers

- Seamless handoff between devices

MANTL
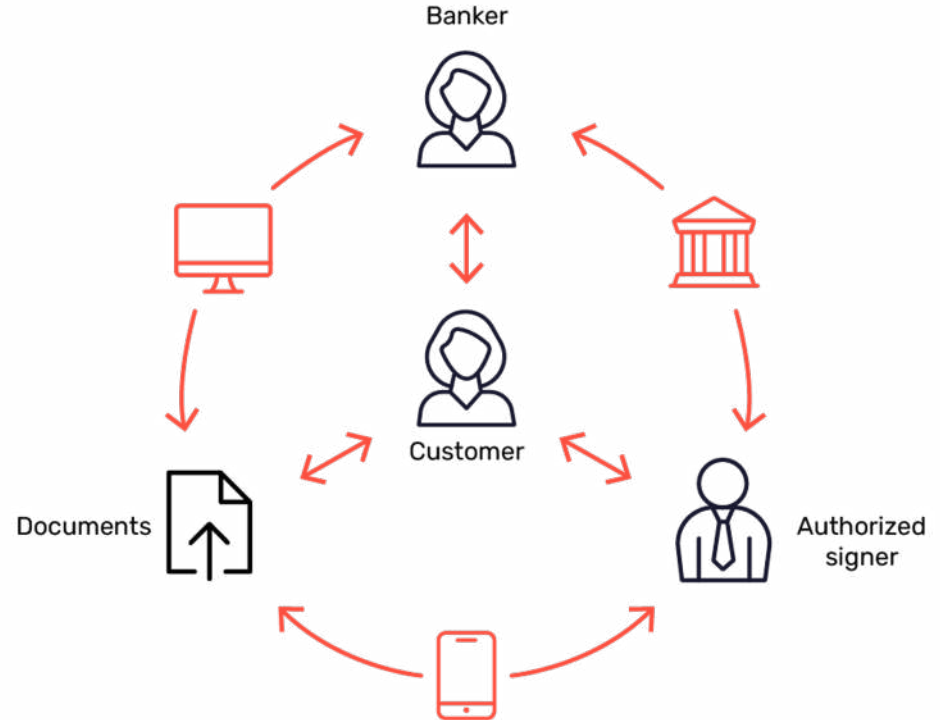
The Urgency of Omnichannel

Omnichannel is a missed opportunity

12%

of FI's offer omnichannel for business and consumer

Omnichannel is the future

50%

of FIs plan to implement omnichannel in the next 12 months

MANTL

Achieving Business Outcomes with Omnichannel

MANTL

Goals

ConnectOneBank
a better place to be

- Improve client experience
- Reduce costs through efficiency
- Remove friction
- Market expansion

ALLIANT

- Membership growth
- Member experience
- Reduce manual tasks
- Increase efficiency

MANTL

Bringing Omnichannel to Life

MANTL

Omnichannel Strategy

ConnectOneBank
a better place to be

- End-to-end solution for both online and in-branch
- Reduce manual tasks and duplicate data
- Expand reach with digital presence

ALLIANT

- Intuitive digital front door
- Phone banking support
- Post account creation engagement

MANTL

Results of Adopting an Omnichannel Strategy

MANTL

Results

- **60%** Improvement in application conversion

- **37%** Reduction in time to open an account

- **100%** of accounts funded at the time of application

- **10%** organic annual growth (top decile in industry)

MANTL

Expected Results

- Market expansion
- Customer experience
- Increased efficiency

MANTL

Breaking the Status Quo:
How to do it *Now*

MANTL

Breaking the Status Quo

ConnectOneBank
a better place to be

- Look for the larger opportunities
- Partner with like-minded innovators

ALLIANT

- Don't be afraid of startups
- Work with partners that provide value beyond just tech
- Evaluate long-term vision of vendors

Q&A

MANTL

Thank You

Join us for a Night Cap on MANTL - 8:30 - 10 pm at Twenty6 Lounge!