



# How User Friendly Is Your Digital Solution?

A Checklist For Financial  
Institutions



# Introduction

In 2020 we've seen a massive shift in demand to move every aspect of our services online, a tall order for many small- to medium-sized financial institutions. Not only are we navigating our customers' changing priorities in a pandemic-ridden world and the constantly updating local regulations, but we're also experiencing the growing pains of increased usage of new or under-developed digital solutions.

Many socially-conscious consumers want to work with local businesses, valuing that personal touch, but unfortunately, digital solutions can sometimes fall behind at the local level. Being one of the few SMBs to have their digital tools on point is a massive competitive advantage, and this checklist will help you get there.

**The Goal:** Replicate that personalized, intimate, and guided banking experience—just as though the customer were sitting right across from you—when they are using your digital solutions.

It's a tall order, but it isn't impossible. Apply this checklist to your current digital solutions or any you're considering purchasing, to see if it's truly user friendly and adding value to your customers.



# User-Friendly Checklist

## Login

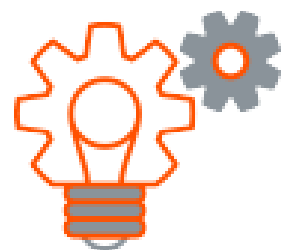
Are customers required to create an account to use your digital tools? If so, you'll need to pay close attention to that process. Walk through the entire process to create a login and sign in. How many steps does it require and how long does it take? How many different ways are you asking an end-user to authenticate their identity?

Two-factor authentication is considered standard, but having multiple methods for the end-user to select between (i.e. offer to deliver the necessary code via call, text, or email) is critical.

Determine if the process might be so cumbersome that end-users are skipping straight to your phone support or opting out of your online tools altogether.

## Navigation

Now, as an end-user, you've managed to access and log in to your app or website. How easy is it to navigate?



The menu is probably not the place to get creative with the design. Whether you opt for a tab-style, hamburger stack, or something else, it should be easy to locate, simple to understand, and consistent across the platform.

## Functionality

You're getting familiar with your digital tool. You've clicked through the navigation a bit to explore, and now you're wondering just what else you can do with this tool.

Ideally, the client should be able to access all elements of their standard banking needs via this one solution. Are there any large gaps? For example, they might be able to view their spending history and balances, but can they easily transfer money from their savings to their checking?

Bonus points for your business if they can shop for additional solutions, like home loans and retirement savings options, within your tool.

## Security

We don't have to tell you that security is critical for any digital solution you provide. For many, this is a sticking point when it comes to developing and managing proprietary solutions, and is a huge reason for going with a managed service provider.



An additional approach to identifying secure solutions would be to choose tools that can transfer information or documents to and from clients, without storing any of that pesky sensitive data, thereby reducing your risk significantly.

## Selling New Products

As much as local businesses value in-person interactions with clients, it's become imperative that your end-users have the ability to exchange documents and sensitive information when applying for new products, all from the comfort of their home.

If your digital tool is complex, difficult to use, requires customers to create pins, passwords, or accounts they'll have to remember, you're going to experience a major drop-off in completion rates. Consider upgrading your digital tools to allow for ease-of-use while still protecting customer data.

In-person meetings and snail mail are things of the past. You must offer a streamlined and easy-to-use virtual document transfer option.

## Support

Regardless of how user-friendly your system is, some end-users will struggle with the technology. The goal of steps one through five is to reduce the number and frequency of those calls, but you can't eliminate them altogether. Reducing the time your employees spend on customer support lets them do their jobs more efficiently every day while still improving the experience of your customers.



Your consumers should be able to escalate to call or chat support, from within your tool. Don't force them to head over to Google to try to find your contact info.



## The Next Steps

Now that you've completed your review and identified opportunities for improvement, consider new or alternative solutions that can make a real impact on customer experience. Botdoc is the perfect blend of security and convenience that simplifies the digital transfer of files, reducing loan processing times by over 50% and virtually eliminates the need for customer support when your teams are working with customers.



### Meet Botdoc, the secure "FedEx" of data

Securely collect or send any document in  
seconds via text or email.

With Botdoc, you'll close transactions at least 50%  
faster with no pins, no passwords, no logins, no  
accounts, no apps, and no software to download.

Schedule a  
Demo