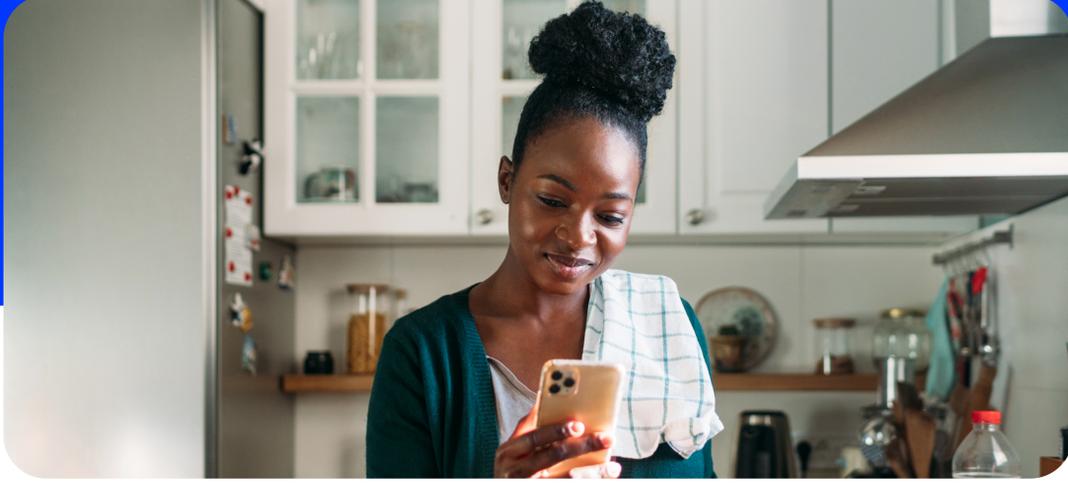


The challenges to creating a consistent omnichannel experience



If you've ever golfed, you know the most common refrain on the course after hitting a good shot is, "why can't I do that every time?" The simple answer is that a golf swing is a very complex movement, with lots of interconnected variables. If you mess up one part of the swing, the whole thing is thrown out of whack resulting in shanks and pulled shots.

The same is true in banking. Creating a consistently outstanding experience – both internally and externally – relies on nailing multiple parts of a process. But, just like in golf, there are forces working against you.

Outdated tools

43% of banking systems run on COBOL (a programming language developed in the 60's)

Decades later, many banks still rely on this legacy technology. Updates to existing tools is difficult due to a lack of documentation and many of the original engineers no longer being in the workforce. This makes updates a risky proposition since they don't know what impact certain changes may have and have limited capability to troubleshoot if something goes awry.

Legacy systems also tend to be more closed in nature, making integrations with other tools difficult.



Siloed systems

70% of customers consider a consistent experience across channels to be extremely, or very important in choosing their primary bank.

To overcome the challenges created by outdated tech, banks often turn to outside vendors to cobble together solutions to serve modern needs. Classically, banks look for the best tool in a given category – deposit accounts, credit cards, etc. – and buy the best option. It's essentially technologic eclecticism.

On paper, it seems smart but in practice there are some issues. Workflows often vary between tools, creating longer learning curves for internal staff and introducing guesswork when moving from tool to tool. On the customer side, the experience between tools can also vary greatly. Some good, some not so good. Having those disjointed experiences can undermine a customer's confidence and question whether or not you're capable of consistently handling their needs.

It's also possible that not all of the tools integrate with one another, creating more silos, and limiting cross-sell opportunities.



Manual work

40% of workers say they spend a quarter of their work week on manual, repetitive, tasks.

Disconnected systems also create more manual work for staff, as they're not able to do things like prefill forms. Each time they have to reenter information it also increases chances for errors. Those errors could lead to longer processing times and therefore more manual tasks. In addition, manual evaluations introduce the possibility of bias in decision-making, which could negatively impact outcomes for certain customers.

Want to learn how you can overcome these challenges and create an experience customers and staff can count on? Check out our ebook [Consistency: the secret sauce of banking](#)