

**DIEBOLD NIXDORF PERSPECTIVE**

# Is your customer experience a 'want' or a 'need'?

By Hormuzd Karkaria, Vice President, Software Product Management and Marketing, Diebold Nixdorf

Consumers expect to do just about everything on the channel of their choice – this increasingly points to one thing: mobile. Research from ATM Marketplace's *ATM Future Trends 2017* identified mobile technology as having the greatest impact on the ATM industry globally. And ironically, according to a 2017 Forrester Research report entitled *Banking on Millennials: It's not all about mobile*, more than half of younger and almost two thirds of older millennials expect to access all bank accounts within a single mobile app. Furthermore, almost three quarters of older and two thirds of younger millennials have used a smartphone or tablet for day-to-day banking in the past three months.

## Prioritising customer experience

Where does end-to-end customer experience fall on your organisation's priority list? It should sit right at the top, but often this critical initiative is undercut by regulatory and compliance challenges, legacy infrastructure woes, cost-cutting measures and the siloed organisational structure so common among financial institutions.

Departments become focused on their own priorities instead of on consumers. Offering an improved customer experience inadvertently becomes a 'want' rather than a 'need'. Banks *want* to offer customers more transaction capabilities, a more seamless omnichannel experience and unexpected moments of surprise and delight. But individual departments *need* to meet their own goals, and that often takes priority.

So how can we make your organisation's wants and needs converge with those of your customers? "*In the age of the customer, winning means owning the customer relationship and experience*," notes Forrester<sup>1</sup>. Your organisation should be the one providing the platform, tools and capabilities that your customers are searching for. Omnichannel transactions are critical to addressing consumer needs and improving satisfaction.

Your ecosystem should include mobile, online, tablets, wearables, ATMs, tellers, call centres and assisted

service through tablets and/or video – and the channels should operate harmoniously in real time with each other. The *Banking on Millennials* report concludes, "*Banks must think beyond the mobile experience if they want to attract and retain millennial customers. Winning their hearts and minds requires a deeper understanding of their situation and what they expect from their banking relationship.*"

## Building a connected ecosystem

Of course, it's no small task. Actionable omnichannel solutions can be hard to find. Diebold Nixdorf's new partnership with enterprise mobility and application firm Kony was driven by the desire to offer financial institutions real, ready tools to build that connected ecosystem.

The collaboration aims to connect channels in real-time through DN Mobile, an omnichannel solution that offers a back-end portfolio of APIs that interact seamlessly with the ATM network. It enables faster go-to-market implementations that connect seamlessly across channels and with other partners and third-party providers. Our modules enable real-world solutions such as cardless withdrawals via pre-staged transactions, alerts at the ATM if a withdrawal will trigger an overdraft due to scheduled payments, P2P transfers, global date/time/currency localisation, and even biometric authentication using a mobile device.

The new digitised era requires an integration of physical and digital channels, and the means and ability to allow consumers to access them however and whenever they want. Transaction capabilities are not likely to be the 'final frontier' for banks, but we are certainly in a period that is hallmarked by connectivity and cross-channel enablement. With the right tools and the right partner, banks can turn that 'want' into a 'need', and offer consumers the seamless, modern, connected experience they crave. ■

Find out more about how to create consumer-centric experiences using activation-ready omnichannel tools at [DieboldNixdorf.com/CCE](http://DieboldNixdorf.com/CCE).



Hormuzd Karkaria  
Diebold Nixdorf

**We are undergoing a period hallmarked by connectivity and cross-channel enablement where understanding the end-to-end consumer experience is a necessity for driving business success**

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<sup>1</sup> *The Digital Banking Imperative*, Forrester Research Inc. 2017