The Regulator’s Dilemma
Consumers believe the system is the problem
Consumers are voicing their dissatisfaction
This is how the industry **measures** high-quality service engagement.
This is how consumers measure high-quality service engagement.
This is how the industry wants to talk to customers
This is how consumers talk to each other about the industry
We now generate 5 Exabytes of content every three days
This is how the industry utilizes the online channel.
"Apple will sell a few to its fans, but the iPhone won't make a long-term mark on the [financial] industry."

Bloomberg, January 14, 2007
But then again others have had the same challenges
While other industries rake in billions of digital revenue.
Many generating **90% or more** of their revenue digitally
Start Building a Healthier Financial Life

With Moven, you will have a stronger awareness of your financial health. Our MoneyPulse™ and MoneyPath™ tools let you know exactly how fast and where you’re spending your money, giving you a complete picture of your finances.

Try our online tools and start to take control of your financial wellness!

Join today

why should it be any different for a bank?

Manage Your Money

We do everything your bank does, but better.
An industry relying on messaging platforms in rapid decline
An industry relying on messaging platforms in rapid decline

“IT WILL NEVER BE ABOUT YOU AND US. IT WILL ALWAYS BE ABOUT YOUR MONEY.”
Average In-Branch Transactions per Month across the US

- 2000: 11,400
- 2010: 8,100
- 2011: 6,800

40% of branches do less than 3,000 transactions per month.

Source: FMSI, Novantas Analysis
Annual Check Usage Decline in the US

2000: 16.9 Bn
2010: 7.7 Bn
2012: 5.1 Bn

55% 33%

source: Federal Reserve Bank
Prepaid Debit Card Payment Volume

2011 $202Bn

2013 Est. $297Bn

Sources: CSFi, Philadelphia FED, Packaged Facts
The decline in average # of visits **per customer per year** to a branch
digital interactions with banks will outnumber branch interactions 300-to-1
This change is about more than just fees...
3,364 average SMS messages/mth
13-17 year olds

63% of teens send a text message daily
Smartphone penetration is growing at 53% annually in US
By August 2014 it will reach 80% of the US population (Bloomberg Est.)
1 in 3 Americans used their mobile for banking services in 2012
Tablet sales will outstrip PC sales by 2017
1 in every 2 US Internet users will own a Tablet by end of 2013
Mobile Payments increased by 287% in 2012
PayPal processed $14Bn in mobile payments in 2012
Square exceeded $10Bn in mobile payments in 2012
More than 30% of payments in Starbucks are now mobile
31% of teens never use a landline
But you might need to help them understand the **connection** between these two things.
You might need to explain why you had to *rewind* this before you returned it to the store...
And why you used this to send money...
The best things in life are free.

Like hearing your favorite tune,
Free Checking* gives you something to sing about.

At Capital City Bank, we think free checking should be free. That's why we offer a range of account options to meet your personal and business needs and all with the same price tag — nothing. Open an account today and learn why free checking is just one more way we're more than your bank. We're your banker.
Banks try hard to convince customers they’re different.
Consumers think the players are all the same
80% of Japanese Youth have bought something online based on recommendations of others...
The same is true in the US
66% of Y-Gens have visited a store/restaurant based on a friend’s ‘check-in’
is the world’s second most popular search engine.
1 Billion views, 1-1.5m views per week
Sometimes God pushes us to our limits. It’s because He has greater faith in us than we have in ourselves.

LIKE if you agree
Michelle Phan
1,165,294 likes · 125,974 talking about this

Public Figure
Inspired by art, translating it into beauty, sharing it with the world.
http://www.michellephan.com/

About

Photos
Likes
Notes

1.1m

My (Glam) Thank <3
I just wanted to take a moment to

Friends
Like Michelle Phan

2

Chat (31)
Launched in Oct 2010, Acquired by Facebook for $1 Billion in April
Instagram has 100 million users, who’ve already uploaded 1.4 Billion images
I trust the crowd more than I trust your brand...
“BEHAVIOR”
Big data will drive risk assessment... in real-time
The Identity Challenge
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<th>Point value</th>
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(*Only one allowed)  
Total points: [100 Points] completed / / 
Completed by: (print name)  
BSB:  
Branch:  

If the tool is unavailable, please refer to IM Ref 4100 for further details.
What’s your favorite movie?
“Up until recently, the default on the web has been that most things aren’t social and most things don’t use your real identity. We’re building toward a web where the default is social.”

Mark Zuckerberg
Leaving so soon? Don’t risk a trip without travel insurance. HSBC offers you 25% off today. Click here.
Financial Services will become contextual...
The Regulator’s Role
**Reduce Disclosure Friction**

**Roll Over Your Old 401K and You Could Earn a Bonus**

EARN UP TO $600 IN AN IRA AND 150 COMMISSION FREE ONLINE TRADES

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**Contact a Rollover Consultant Today**

schwab.com | 800-471-6394 | 300 Branches
Explicitly support removal of physical paperwork
Real-time payments and utility is key
Innovation is good for the industry/consumers/economy.
The best innovations remove friction.
and enable smarter, safer behavior
Identity and transaction data needs **mobility**
the old privacy rules don’t apply
RIAA spend hundreds of millions trying to stop changing behavior
Embrace changing consumer behavior, but protect from abuse.
The more friction in the system, the more likely disruption will occur.