

PLATFORM CONVERSION & CUSTOMER EXPERIENCE



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WHAT

Considering the nature of platform changes as well as leading practices to support the success of treasury system and digital platform conversion projects.



WHEN

Tuesday, January 24, 2023
11:00 AM – 12:00 PM EST



WHERE

Live online presentation
Replays at StrategicTreasurer.com

ABOUT THE SPEAKERS

GET TO KNOW TODAY'S SUBJECT MATTER EXPERTS



STEVE TRAUT

Steve is a leader who focuses on customer centric needs to drive innovative solutions in the banking industry. His strengths include understanding the banks' pain points and launching products to support our clients' unique needs. Steve has consulted with top financial institutions and often presented at industry events such as Nacha Payments, FIS, Jack Henry, and WesPay as an expert on treasury product delivery and product trends for commercial banking.



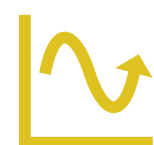
CRAIG JEFFERY

Craig Jeffery formed Strategic Treasurer in 2004 to provide corporate, educational and government entities direct access to comprehensive and current assistance with their treasury and financial process needs.

His 30+ years of financial and treasury experience as a practitioner and as a consultant have uniquely qualified him to help organizations craft realistic goals and achieve significant benefits quickly.

TOPICS OF DISCUSSION

KEY AREAS OF FOCUS &
ANALYSIS



CONTEXT

INEVITABILITY OF CHANGE



CONVERSION CHALLENGES

DIFFICULTIES FOR CLIENTS
AND COMPANIES



NAVIGATING CHANGE

CONCEPTS TO BEAR IN MIND



MANAGING PRINCIPLES

FOR SUCCESSFUL PLATFORM
CHANGES



EXAMPLES

PRINCIPLES APPLIED



KEY TAKEAWAYS

AND FINAL THOUGHTS

CHANGE

THOUGHTS FOR CONSIDERATION

“

Change before you have to.

- Jack Welch

”

“

There is nothing wrong with change...if it is in the right direction.

- Winston Churchill

”

“

Change is the law of life. And those who look only to the past or present are certain to miss the future.

- John F. Kennedy

”

“

The world hates change, yet it is the only thing that has brought progress.

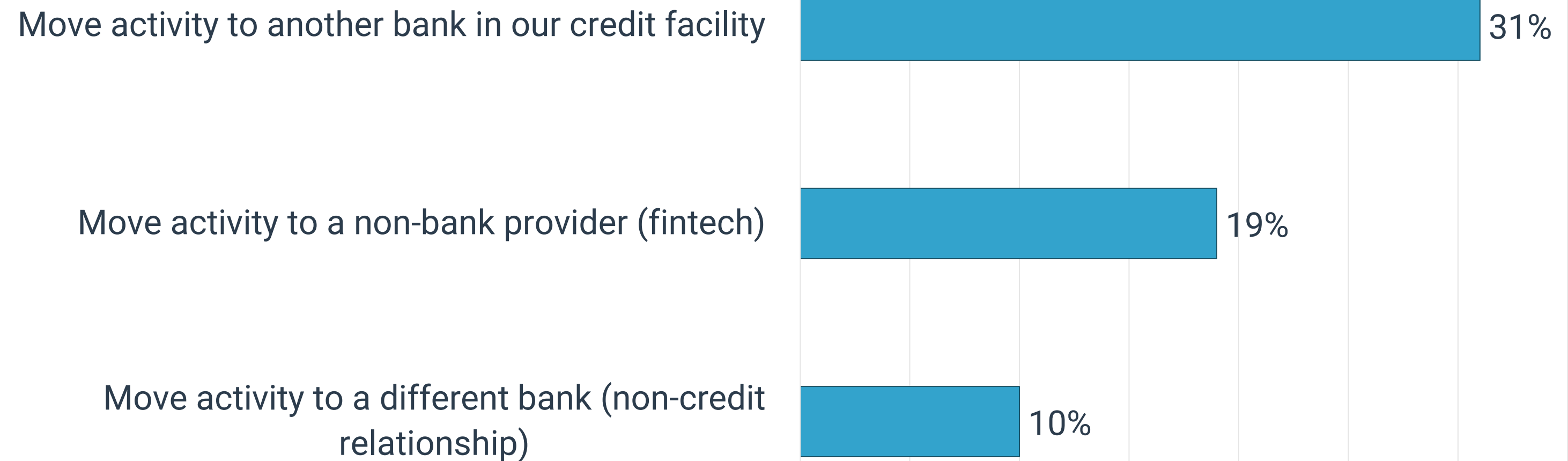
- Charles Kettering

”

WILLINGNESS TO MOVE

IF BANKS DON'T KEEP UP

» Moving to full-electronic processing is important enough for us to: (Select all that apply)



CONTEXT

TECH SHIFTS ARE INEVITABLE



Increase in client requirements



Increase in data needs



Change in portal access requirements



User management



User interface



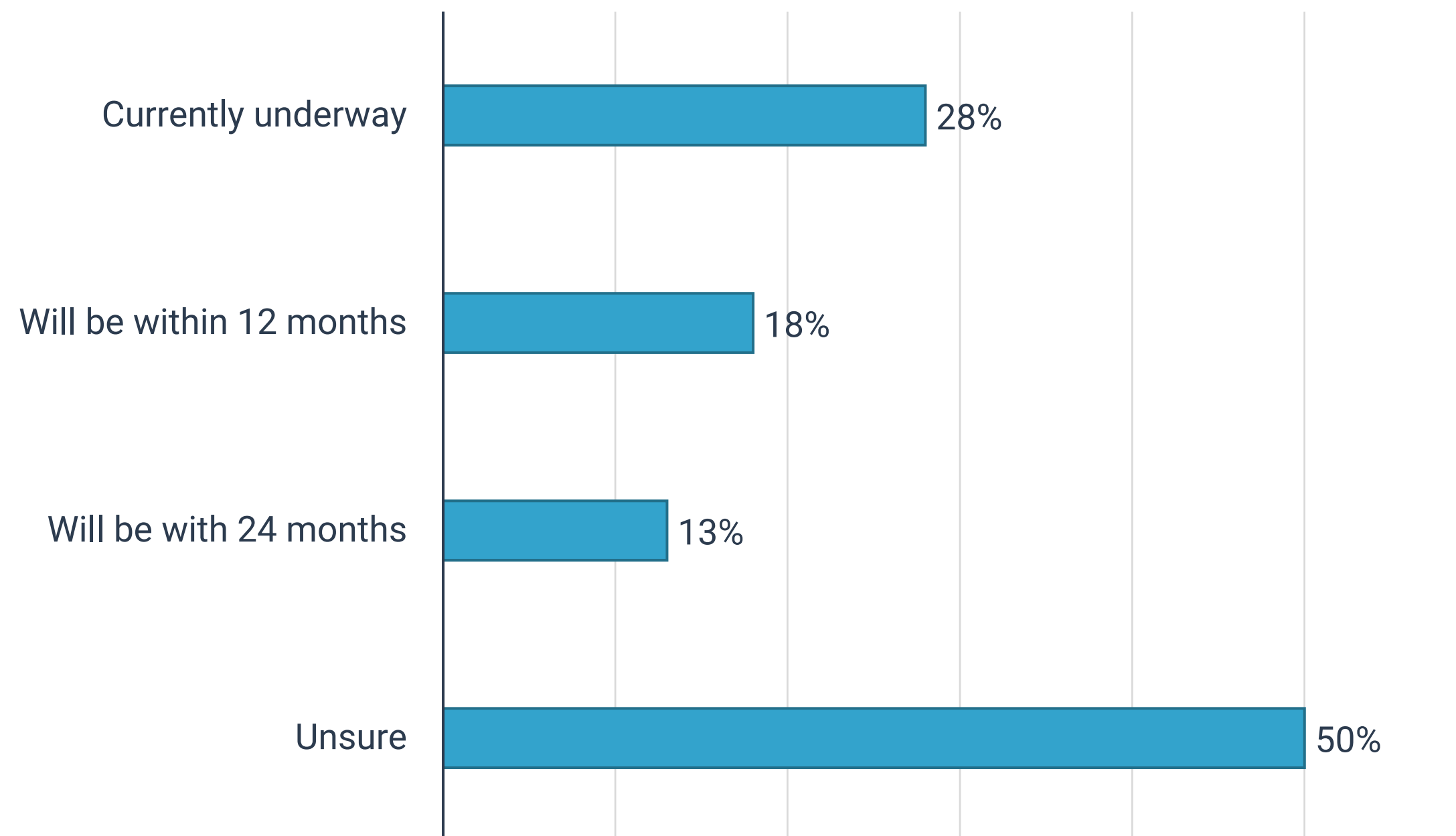
Tech changes and scalability



Connections and integrated/embedded banking

POLL QUESTION

Poll 1 - Regarding a platform upgrade, we are: (all that apply)



PAIN POINTS

FACTORS CONTRIBUTING TO CONVERSION CHALLENGES



Areas where things can go wrong



Data not cleansed



Lack of alignment across departments



Failing to prepare clients for conversion



Converting all at once

CHANGE MANAGEMENT

RELATED CONCEPTS AND DEFINITIONS



Communication

Early, regular, clear



Training

Online and interactive, recorded, follow-up

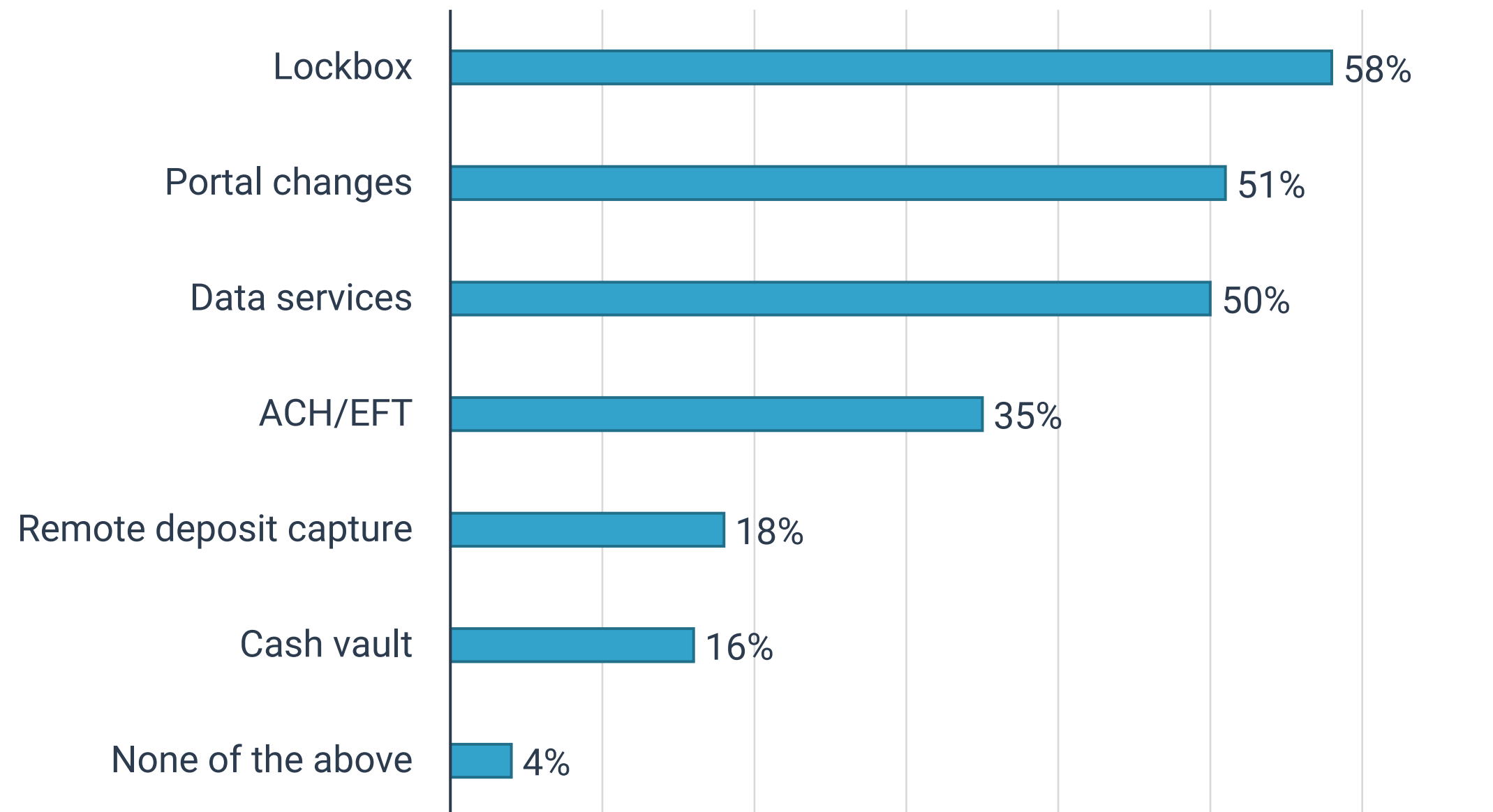


Project management

Consistent tracking and follow through

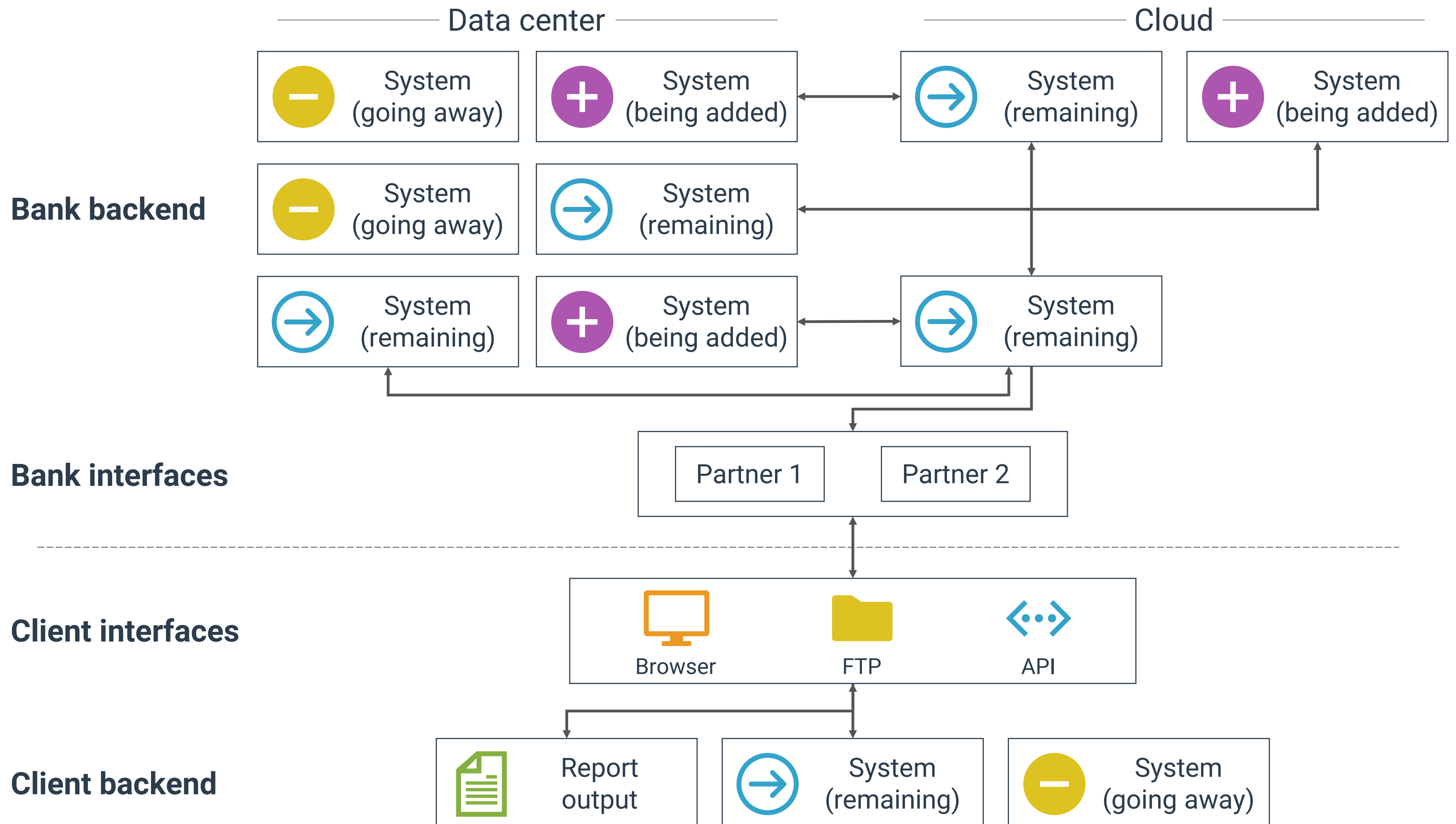
POLL QUESTION

Poll 2 - Which conversions are difficult?



WHAT IS GOING ON IN THE BANK?

THE BANK-CLIENT RELATIONSHIP



CLIENT IMPACT

VARYING VIEWS



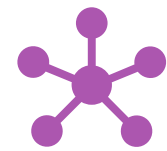
Singular view



Bank



Company



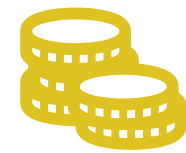
**Process /
relationship view**

Information

Transactions

Processing

Returns



Treasury



Accounts payable



Accounts receivable



Human resources



Company



Needs



Questions



Actions



From the concept of 1-to-1 to the reality of many-to-many

LEADING PRACTICES

MAKING FOR A SMOOTH CONVERSION



Be mindful of the impact



Spend time cleaning up the data



Partner with the right vendors



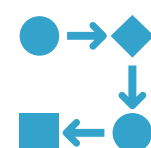
Communicate early and often



Create client tiers



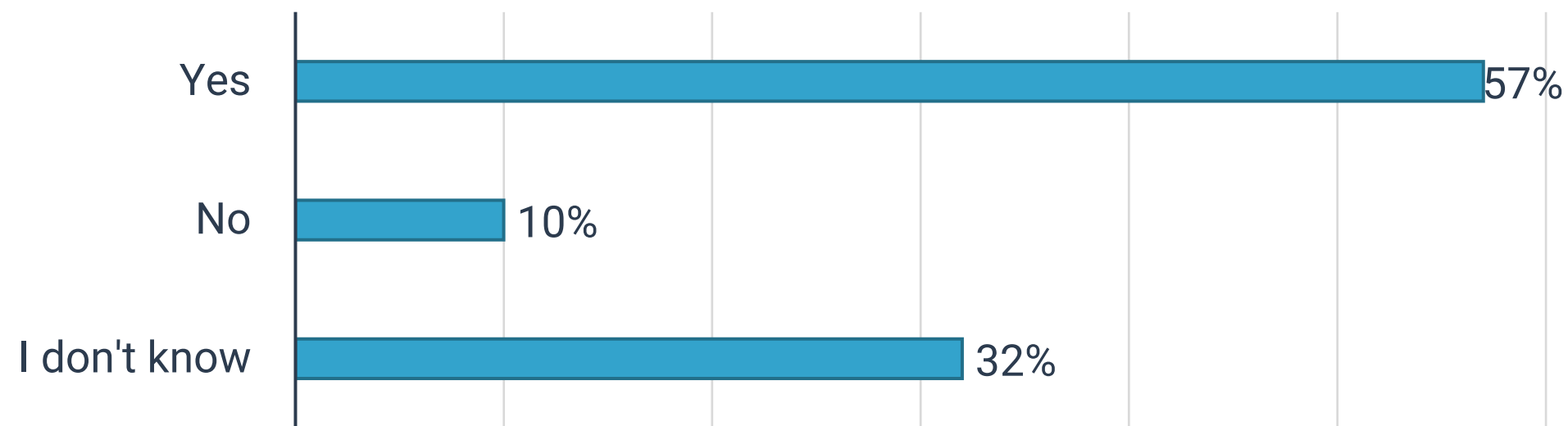
Provide a preview period for new platform



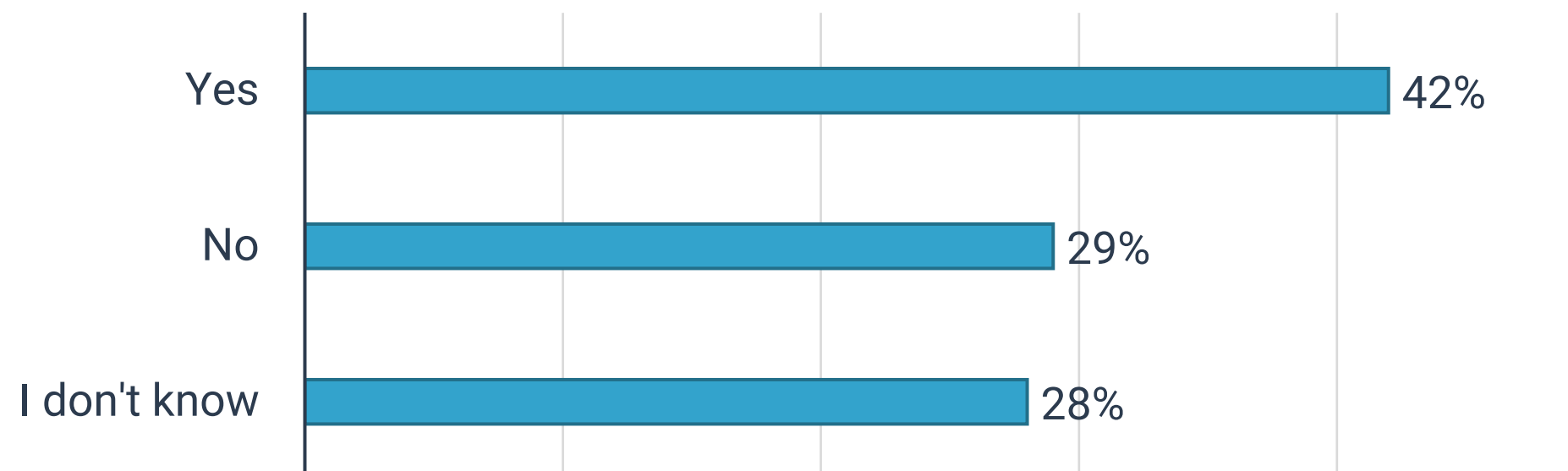
Convert in waves

POLL QUESTION

Poll 3 - We measure for customer success during conversions:



Poll 4 - We are staffed/resourced properly for conversions?



WHAT NEEDS TO BE MANAGED

TO YIELD SUCCESSFUL PLATFORM CHANGES



Changes and requirements

Timeliness

Expectations

Need for information

System changes (digital)

Integration changes

Equipment changes (physical)



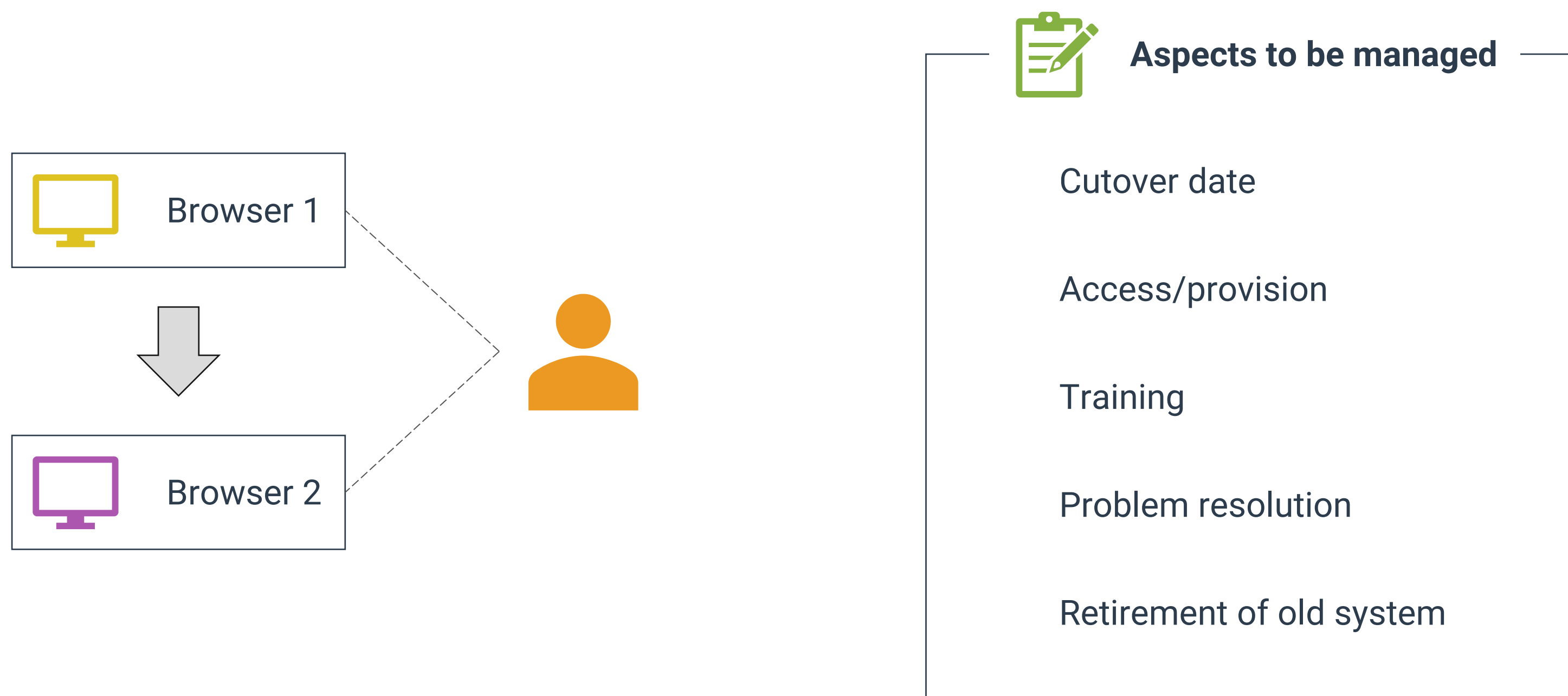
Scope

System, connections, core processes

Management, accounting/recording, relationships

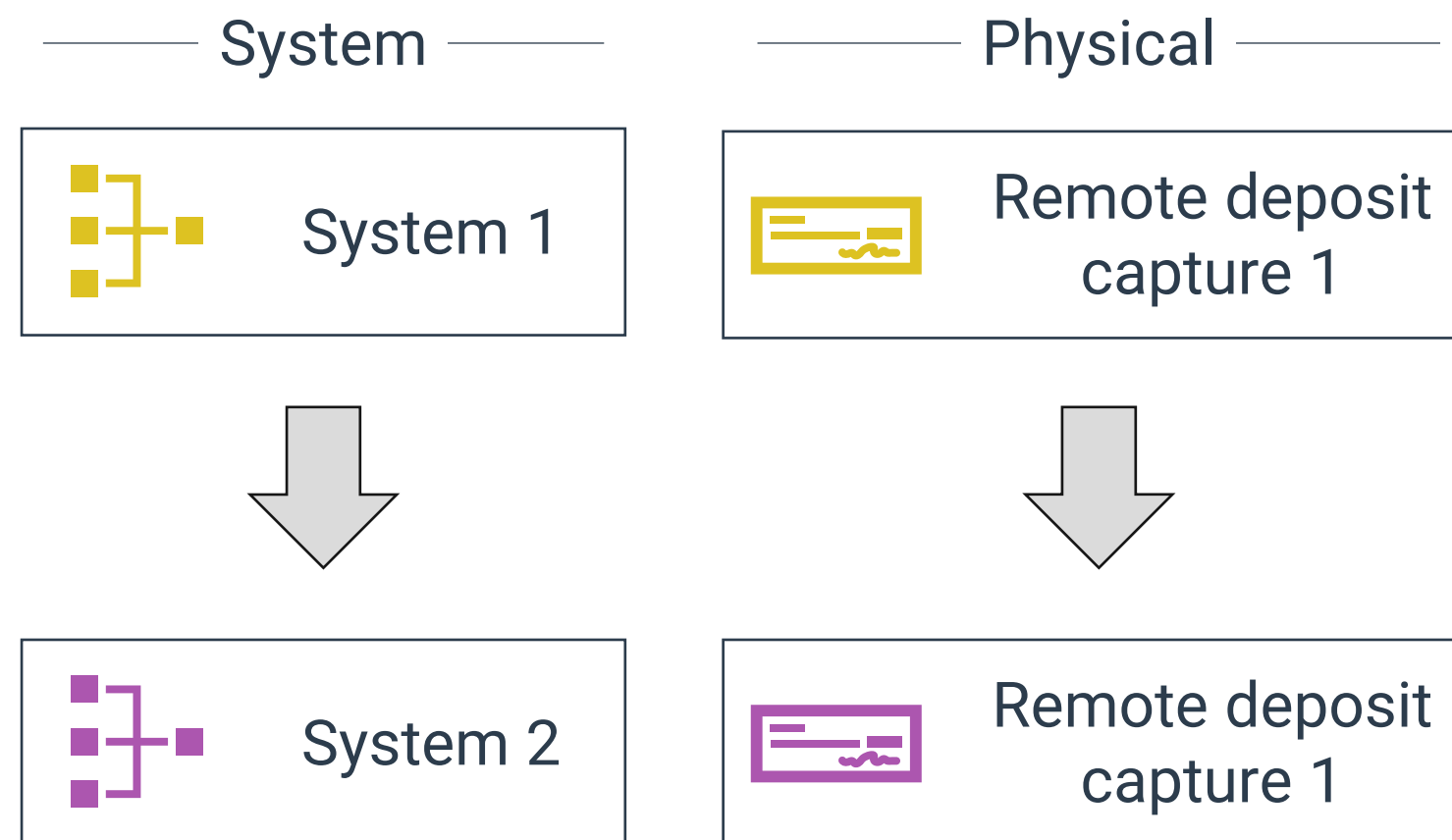
INTERFACE OR PORTAL CHANGE

EXAMPLE 1



SCAN SYSTEM & EQUIPMENT CHANGES

EXAMPLE 2



Aspects to be managed

- Equipment move
- Testing equipment
- Processing permissions on the new system
- Cutover coordination
- Data transmission and impacts between systems
- Retirement of old system

STORIES FROM THE FRONT

CASE STUDIES



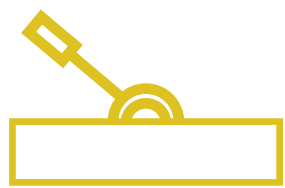
What can go wrong?



And how getting help can avoid pain.

FINAL THOUGHTS

HOW TO PROCEED



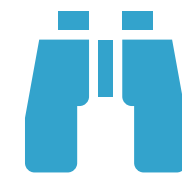
LEVERAGE

- Automation and digital communication
- Amplify your staff with 3rd parties
- Scale up



LEADING PRACTICES

- Focus on the top items
- Identify your gaps



FORESIGHT

- Understand impacts
- Communicate early – preemption



CONSIDER THE IMPACT

- Internal capacity must be stewarded
- Customer experience is paramount

LET'S CONNECT

DON'T LET THE LEARNING END HERE...
CONTACT US WITH ANY FUTURE QUESTIONS

Thank you for your interest in this presentation and for allowing us to support you in your professional development. Strategic Treasurer and our partners believe in the value of continued education and are committed to providing quality resources that keep you well informed.



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