

MILLS MARKETING

Anti-Fragile

QUESTIONS? CONTACT US AT:
Webinars@MillsMarketing.com

1 Your Post-COVID To-Do List

TO DO

Identify Pain Points:

- Industry
- Customers
- Operations

Identify Solutions:

Be Prepared:

- Create on-site supply inventory
- Research remote technology
- Audit team needs
- Review cyber compliance equipment
- Update needed data
- Get feedback on unmet customer needs

Calendar Deadlines:

TO DON'T

Everything else

2 Mobile App Shopper

Role model:

Key Competitor Features:

	PRIORITY	HIGH	MEDIUM	LOW
Security		1	2	3
Management Tools		1	2	3
Investments		1	2	3
Prepaid Cards		1	2	3
UX		1	2	3
Rewards		1	2	3
Cardless Purchases		1	2	3
Managing Multiple Accounts		1	2	3

