

Eide Bailly Presents:
Mills Marketing Smart Bold
3-Part Webinar Series

Part 1: RECOVER

Lessons Learned in 2020

October 2020



Rule #1

RECOVER

If I had only known in
March it would be my
last time in a restaurant,
I would have ordered
dessert.



For More Funny Quotes Visit:
www.bizwaremagic.com



Re-assessing Risk

RECOVER

Identify and Address Pain Points

- Industry Regulators
- Bank Partners
- Customers
- Market

Update/Upgrade Data Cache

- Did you have the data you needed?
- Was it up to date?
- Could you access it easily?
- What did you wish you had?



Be Prepared

RECOVER



- Inventory & replenish onsite supplies
- Invest in remote technologies
(Welcome to the game, ITMs!)



Mom Jeans

RECOVER



Design an elastic campus



Rule #2

RECOVER

Right about now, many
parents are going to
discover the teacher
wasn't the problem.



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Clean Under the Bed

RECOVER

Avoid dust bunnies



Security Blankets

RECOVER



- Cyber compliant equipment and service
- Prevention maintenance



2 Lessons from COVID

RECOVER

1

Luxury



Lifeline



2

It's all about the app



Follow the App Leaders

RECOVER

(Based on Apple App Store and Google Play Store Ratings)



Best Mobile Banking App

- Fingerprint login
- Track all accounts
- Trade stocks/track performance
- Access to Zelle, Venmo and Paypal
- Customize debit card with Card Control

Source: 2020's Best Mobile Banking Apps by Javier Simon, CEPF®.
<https://smartasset.com/checking-account/2018-best-mobile-banking-apps>

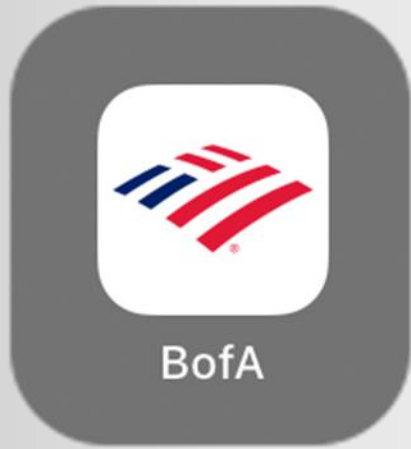




Customer Satisfaction

- View all your accounts (including home/auto loans)
- Access accounts via wearables
- Fingerprint login
- Redeem credit rewards
- Lock your debit card if lost or misplaced
- Report fraud directly from the app

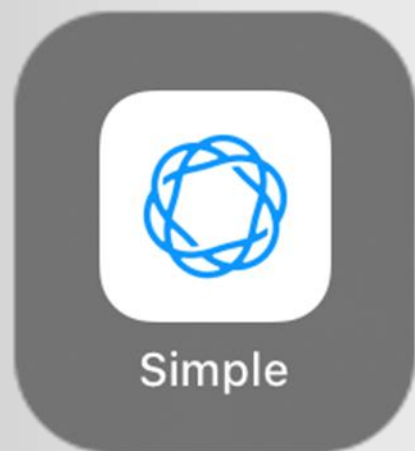




Security

- Travel notices
- Activate or order a replacement card

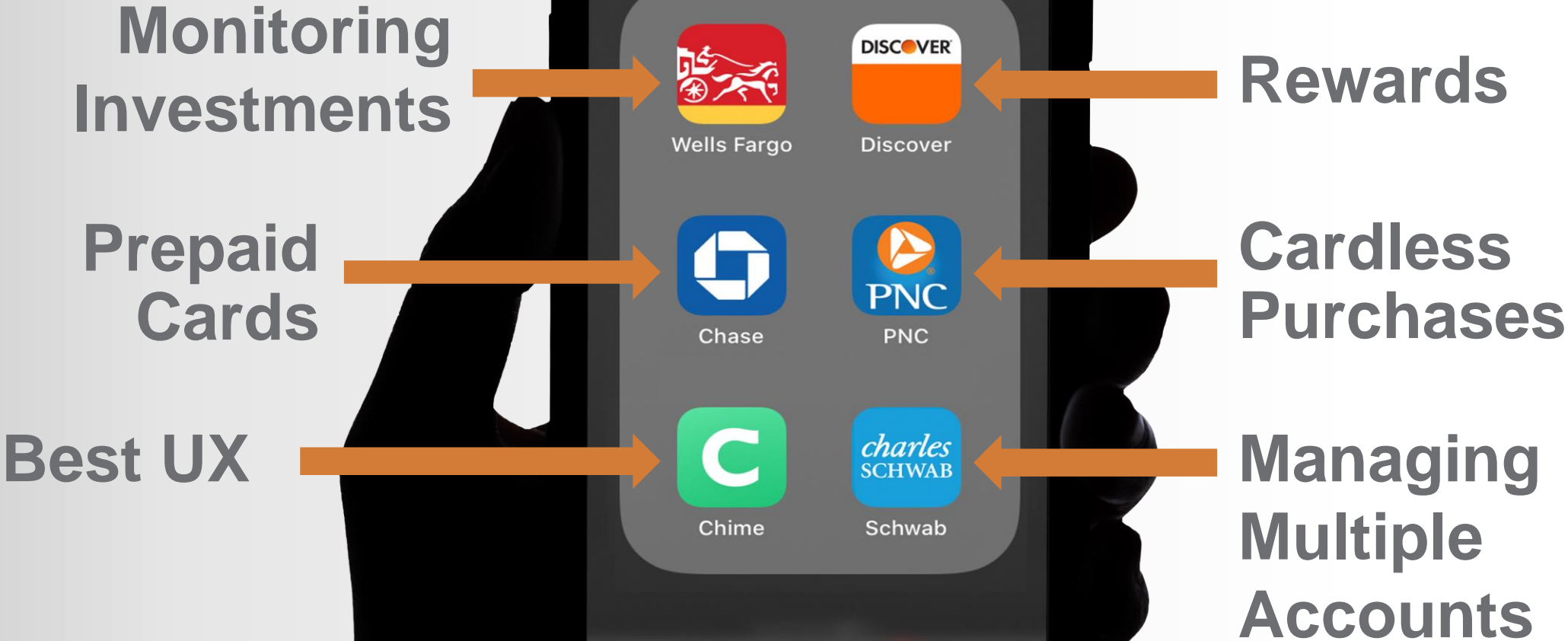




\$ Management Tools

- Safe-to-spend
- Digital envelopes to meet savings goals





Source: 2020's Best Mobile Banking Apps by Javier Simon, CEPF®. <https://smartasset.com/checking-account/2018-best-mobile-banking-apps>



Rule #3

RECOVER

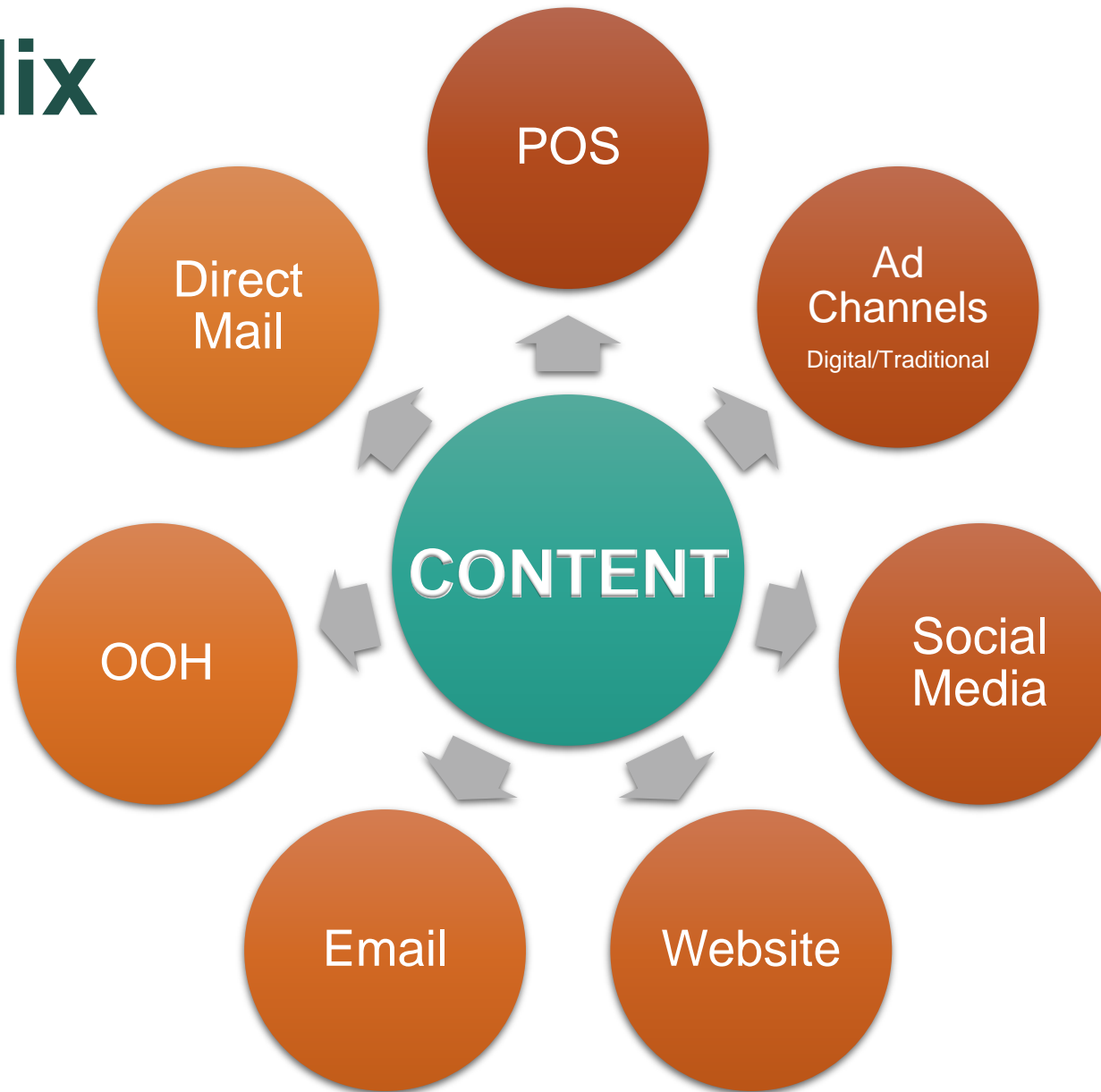


RECOVER



Media Mix is Back

RECOVER



BEWARE!

Incumbency Dilemma



It's all about who's on the bus ...

RECOVER

Cultural & Technical TRANSFORMATION



The Economics of Creative Destruction

RECOVER



RECOVER



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:

Calendar Deadlines:

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

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

RECOVER



Thank you!



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Part 2: RETOOL – 10 Things to Do in 2021
Coming November 10 at 10:00 am!

