



GROWING TOGETHER

**VISIFI CUSTOMER
CONFERENCE 2022**

**In-Depth Product
Focus: Build Your
Digital Oasis Pt 2**



Real-Time Enterprise Conversational AI

kore.ai



Meet the Panelist



Angelo Fanaras

Born in Greece, Angelo had the serendipitous opportunity to backpack through southern Europe before coming to America as an exchange student and graduating from the University of Alabama in 1985. His early career considerations included fields such as psychology, technology, chemical engineering and commercial aviation. This diversity of interests continues to shape his multi-faceted background and personality.

In the early 90's he was the owner of both a restaurant and a technology company, all while obtaining his commercial aviation license. He ultimately decided on a technology focus and became a Systems Engineer for Michigan National Bank in 1995. He joined PSCU in 2003 where he now serves as the CIO/SVP of Electronic Services.

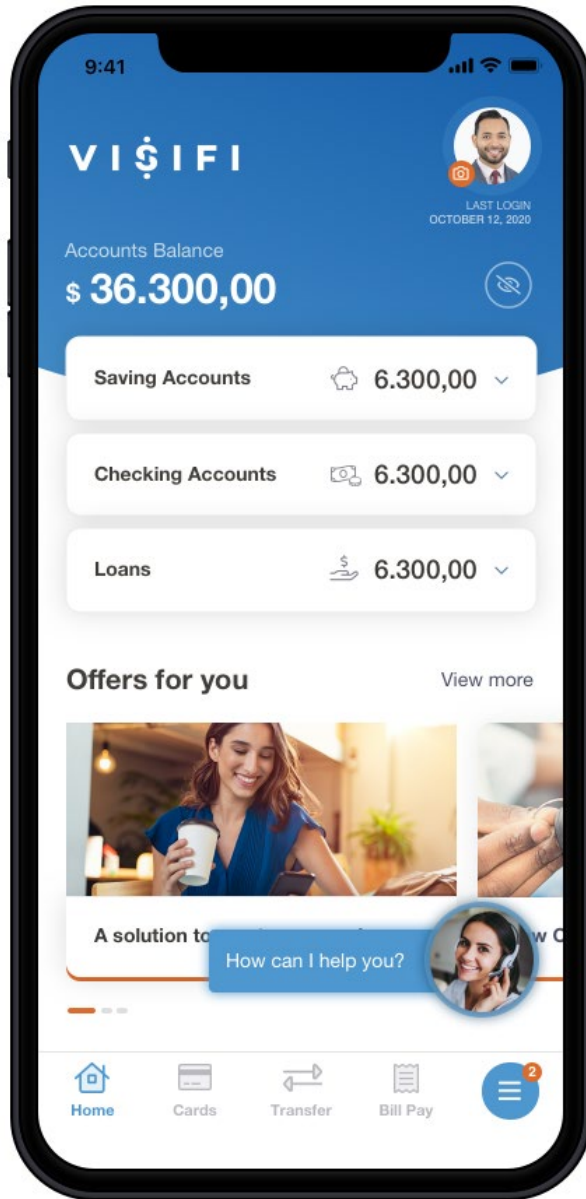


Meet the Panelist



Peter Berbee

Peter is the VP of Product Management Financial Services at Kore.ai. His focus is driving profitable growth by delighting customers. He has worked at Citi as the Director of International Technology and Bank of America as the Senior Vice President, eProduct Manager. Strategically he blends technology, automation and digital capabilities to ensure sustainable customer and business value.



Meet Sophia!

Sophia is an enterprise conversational AI chatbot that travels from your website to your online & mobile banking application to your smart home/car with Alexa, GoogleHome and Siri.

You pick the identity of your chatbot!





Meet MIA!



Routing and Transit (ABA): 272079487 Locations Contact Us FAQs



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BANK BETTER

Together



Mia

Hello, my name is Mia, your Public Service Credit Union virtual assistant. I am here to help you with your banking needs. What can I do for you today?

Transfer Money

Get Balance

Locate Branch

Make Loan Payment

P2P Payment

Send Secure Message

Get Transactions



Open a Checking



Direct



Apply for a Loan



Special Offers



Check out our



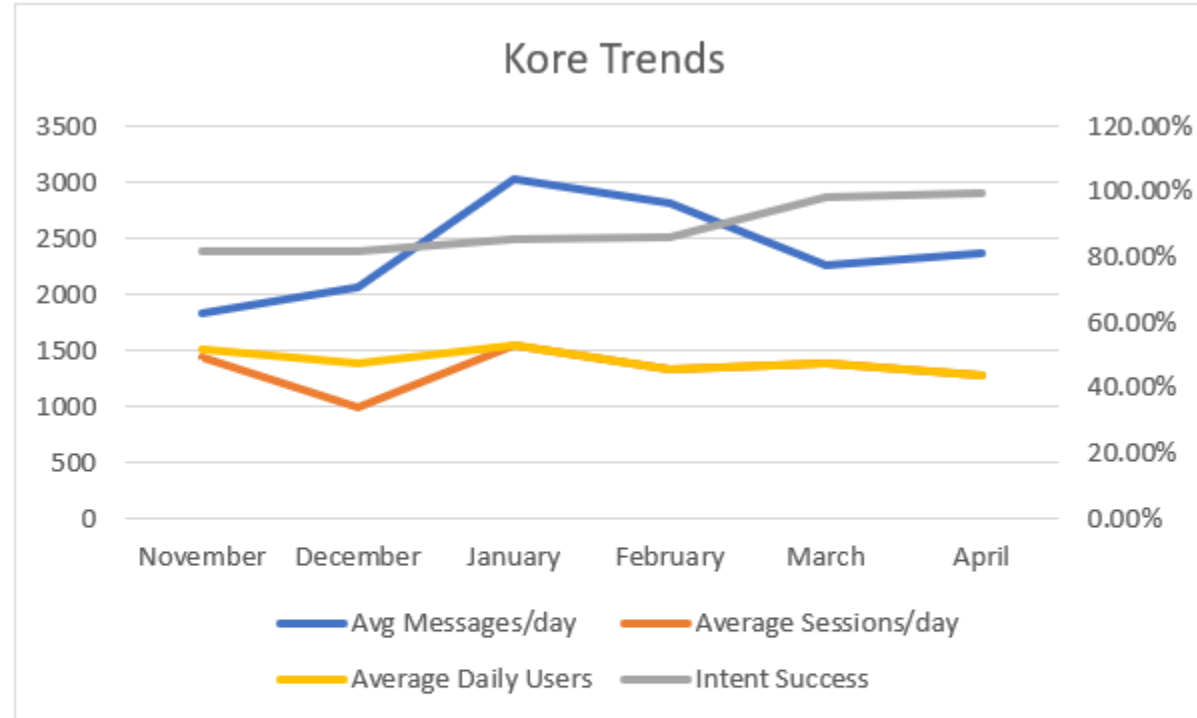
Message...





99.60%
Intent
Success
(Correct
Answers)

Kore AI Statistics



	Avg Messages/day	Average Sessions/day	Intent Success	Average Daily Users
November	1832	1,442	82.14%	1,507
December	2064	998	81.77%	1,387
January	3033	1,546	85.57%	1,540
February	2813	1,336	86.05%	1,333
March	2260	1,394	98.52%	1,392
April	2377	1,281	99.60%	1,281



Only 5% of Calls Transferred to Live Agent

Mia has a containment rate of 95% which means that only 5% of those calls are transferred to a live agent.





"MIA" STATS MY INTELLIGENT ASSISTANT



"When these efficiencies are found and our technology is maximized, we are able to spend more time building our existing members up and driving more income driven solutions to the credit union."

BUILT WITH PURPOSE
of our existing
72% call volume is
repetitive



10,000. That's the number of calls we receive in one month. Many of these calls are redundant and can be considered "self-serve" inquiries. These calls equate to about 21,000 minutes of talk time EVERY MONTH!



99% INTENT
SUCCESS
RATE



2377
AVG.
MESSAGES/
DAY

1281
AVG.
USERS/
DAY

95%
CONTAINMENT
RATE



**31.59% OF
QUESTIONS
ASKED WERE**

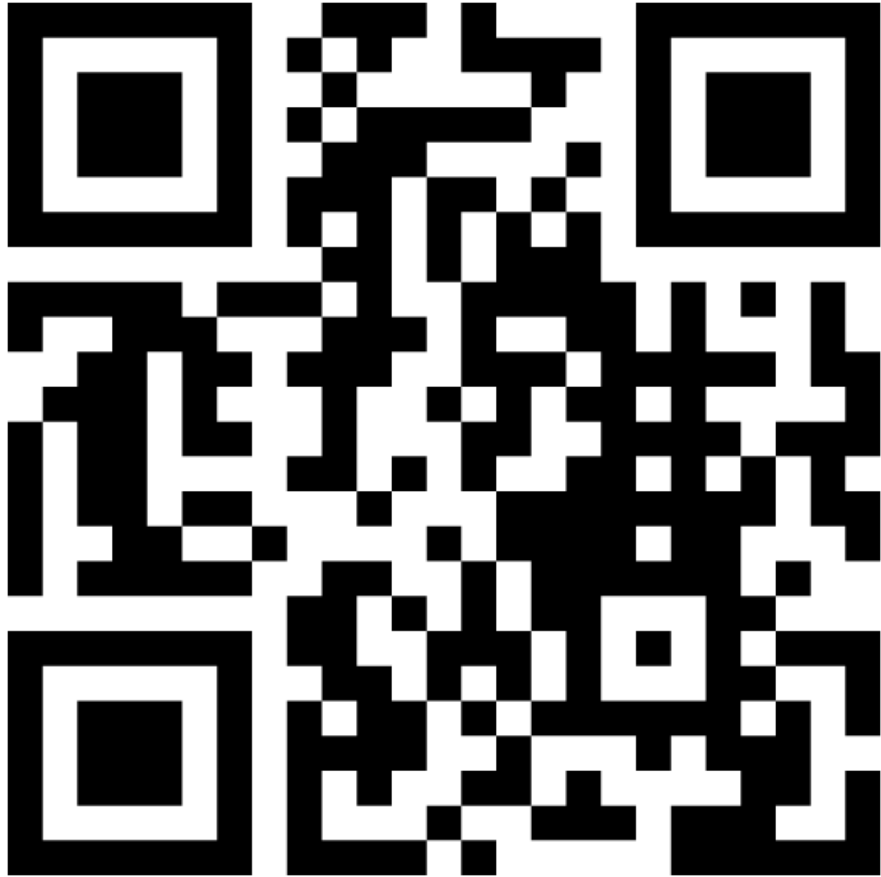


ANSWERED OUTSIDE OF BUSINESS HOURS

**BRANCH LOCATOR
AND HOURS**



**TOP 3
ASKED QUESTIONS**



Let's Poll the Fans

Do you like chatbots or talking to a person when making payment or getting quick information?





Installation Process

Getting your players ready for the big game can be difficult to navigate.

How was the installation process for adding Mia?





From Our Staff

"Mia is instrumental in the vision of our digital strategy. Mia will be the driving force behind changing our contact center culture from being only service oriented to giving us more of a sales and product building mindset. There are so many call redundancies we are eliminating that will free up our agent's time. When those efficiencies are found and our technology is maximized, we are able to spend more time building our existing members up and driving more income driven solutions to the credit union."

Nadine Hohnke, Manager of Digital Member Experience



What's Next for Mia

We know the pro-teams are getting ready for the world series and your members are excited about the game.

What new things can we see Mia do in the future?





Thank you, Panelists

Please join us in giving them a big round of applause!





Listening & Communication Skills are Important in Baseball





Real-Time Mobile Deposits





Meet the Panelist



Piper Graham

Piper Graham is the President / CEO at Metro Employees Credit Union. She has been the CEO for 22 years and has been in credit unions for 29 years.



Meet the Panelist



Jenny Fuller

Jenny Fuller is the Member Service Manager and BSA Officer at Metro Employees Credit Union located in Lexington, KY. She has been with the credit union for 6 years and has 16 years of banking experience.



Meet the Panelist



Jay Neathery

Jay Neathery has been in the credit union industry over 30 years. Starting as a teller in college he's worked in most departments at credit unions of all sizes. Most of his career has been concentrated in Accounting / Finance and IT. He's currently CEO of United Consumers Credit Union in Independence, Mo.



Meet the Panelist



Patricia Curtin

Trish has worked in the Credit Union industry for a cumulative total of 12 years now and now enjoys finding new ways to serve her membership through technology. She is also a licensed NYC Special Education Teacher and has been blessed to have two careers she loves.



Meet the Panelist



Vertifi®

Andrew Peach

As Vertifi's Chief Business Development Officer, Andrew Peach is responsible for developing and maintaining strategic partnerships with digital banking platform vendors to deliver state-of-the-art remote deposit capture services. He and his team are also responsible for driving new business sales and addressing the needs of Vertifi's clients. Andrew earned his BA from Middlebury College and MA from the School of International and Public Affairs at Columbia University.



Why Do We Need Mobile Check Deposits?

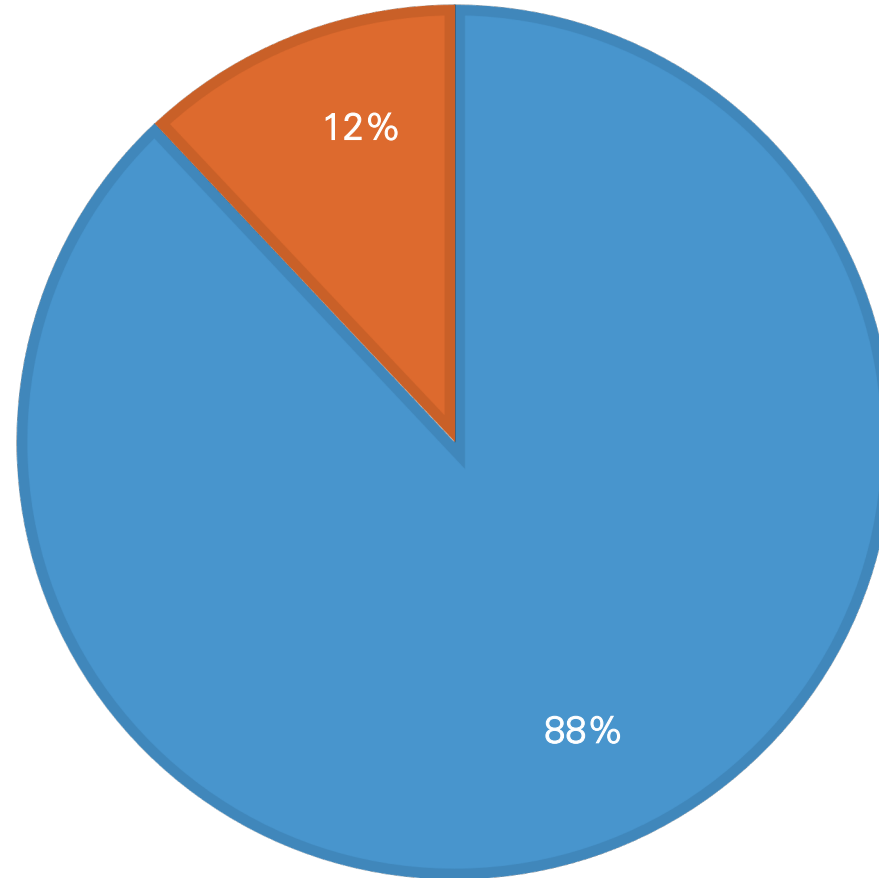
Nachos at a baseball game is not a requirement... but it would not be the same without it! Some fans expect it!

Do members expect mobile check deposit? Is it important or is it a product that is going away?





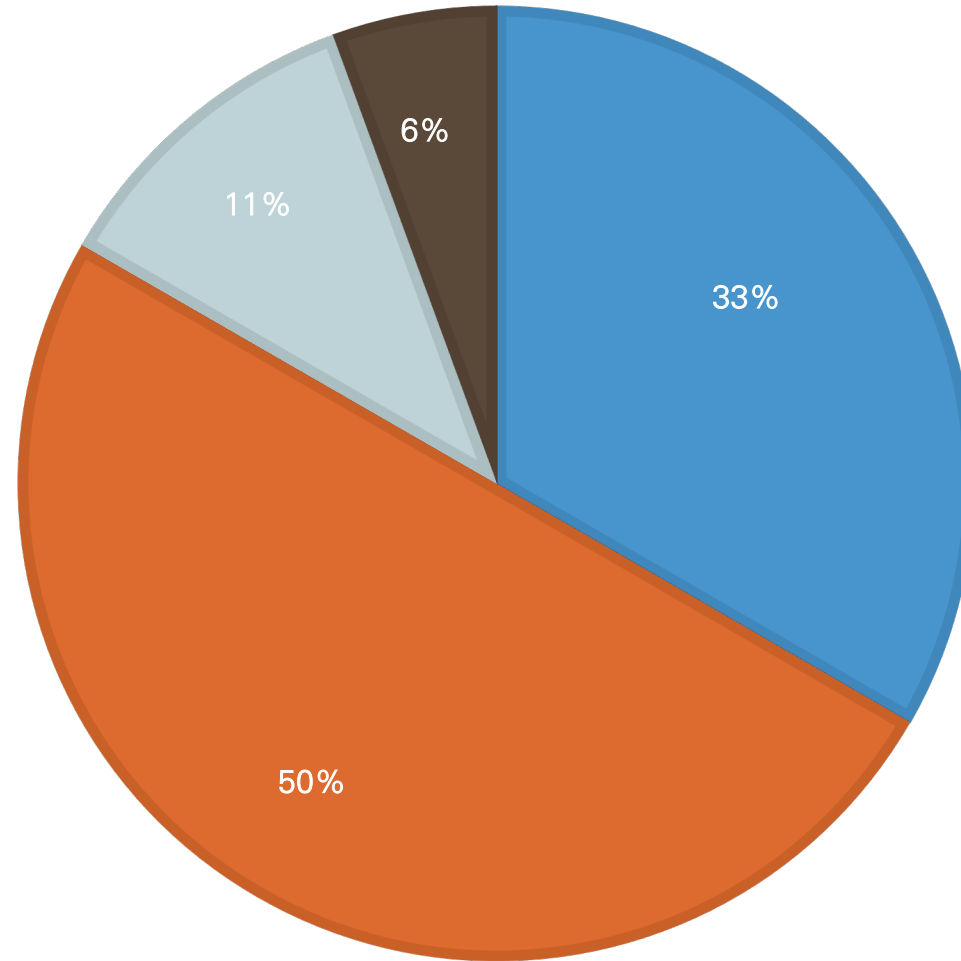
**% OF DIGITAL BANKING CU'S THAT USE
REMOTE DEPOSIT CAPTURE**





**% of Mobile Users
that Deposit at
least 1x per
Month**

■ Less than 5% ■ Between 5-10% ■ Between 10-15% ■ Between 15-20%





30 Day Statistics After Implementing

Electrical Federal Credit Union Colorado

8.70% of Mobile Users Made at least 1
deposit in first month



HMSA Employees FCU Hawaii

4.89% of Mobile Users Made at least 1
deposit in first month





Let's Poll the Fans

Does your credit union currently use Remote Deposit Capture?

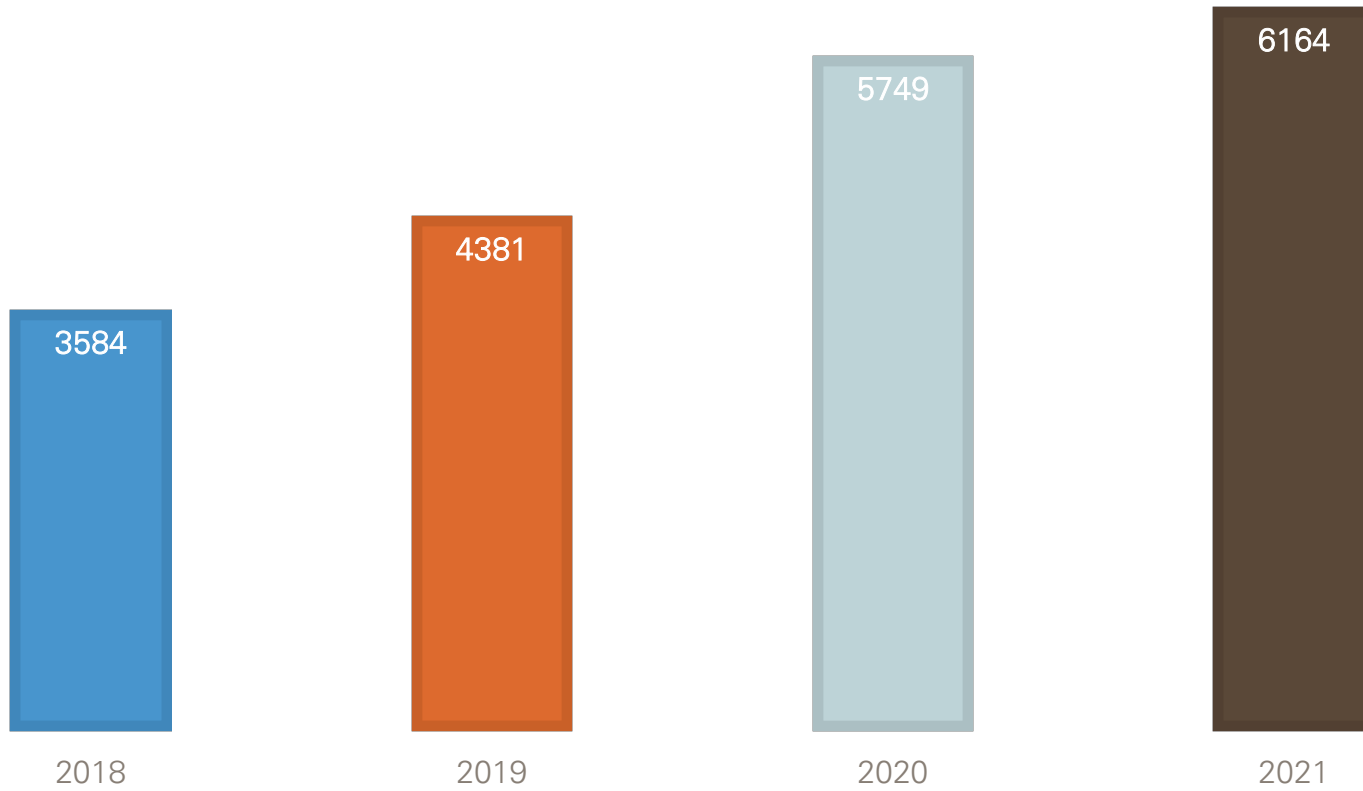




Continual Growth

DEPOSITS ANNUALLY

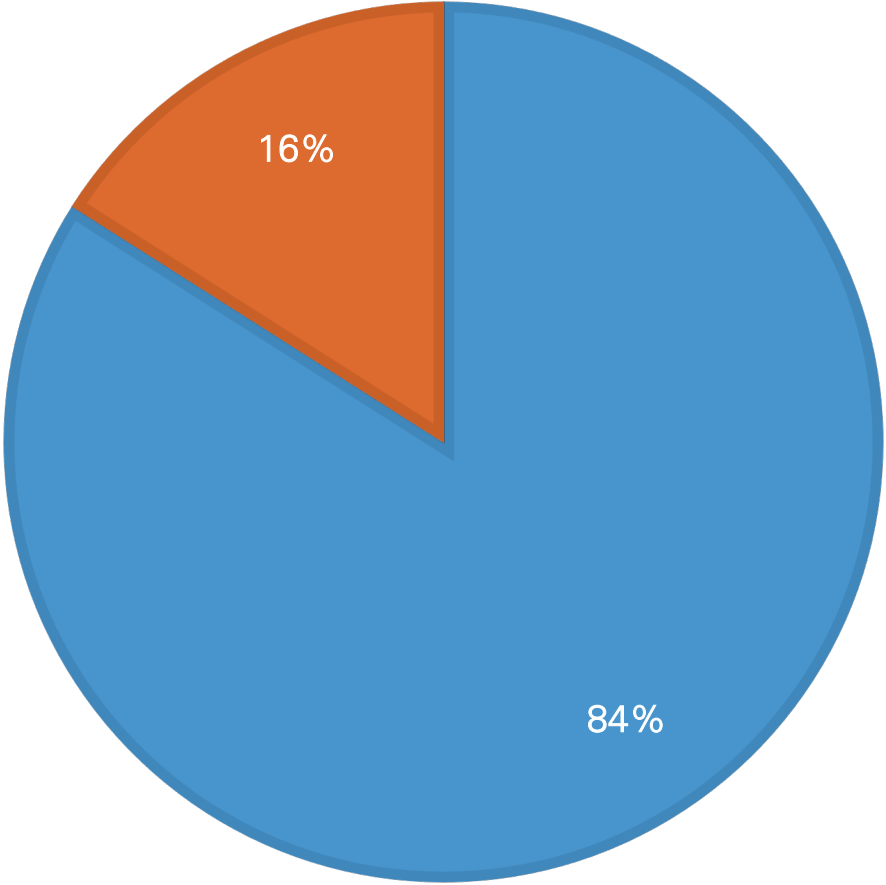
■ 2018 ■ 2019 ■ 2020 ■ 2021





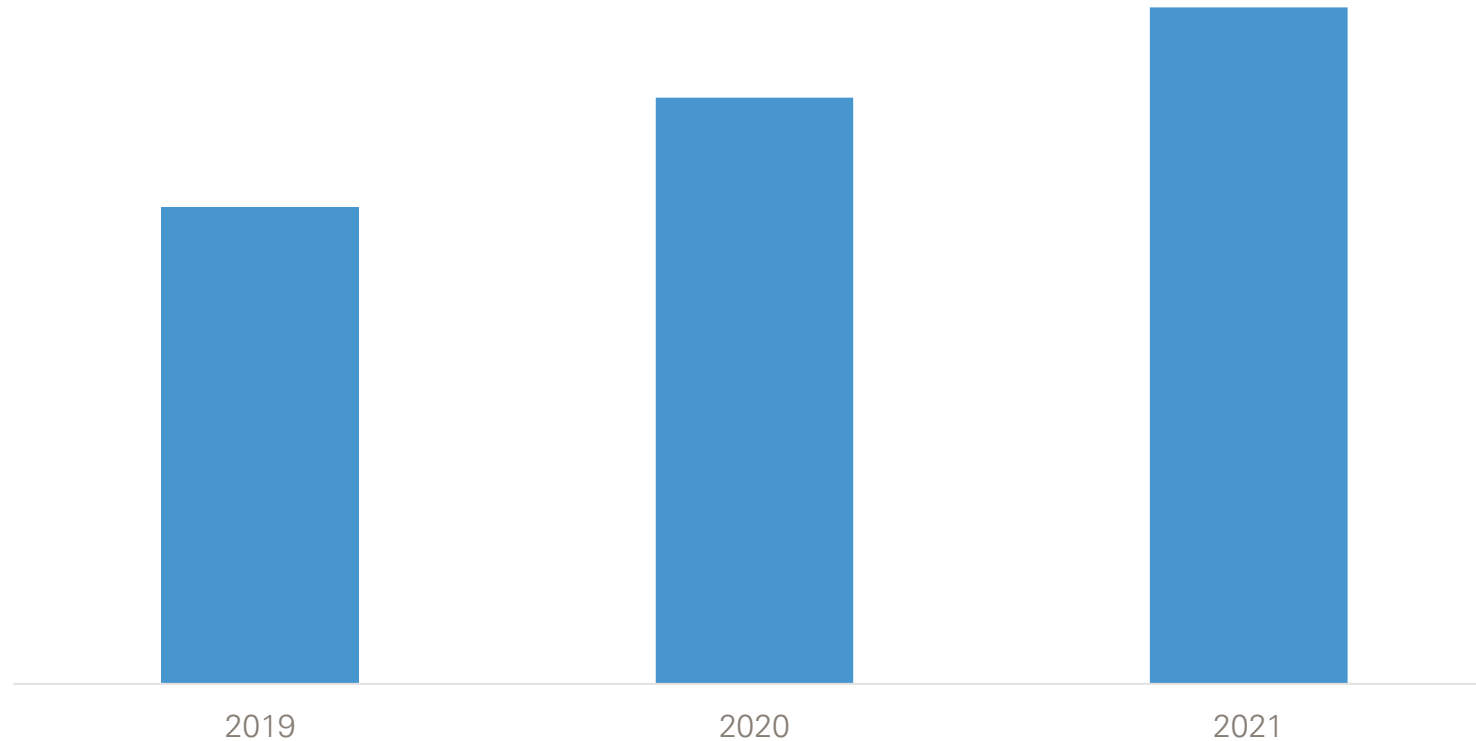
Member Behavior

% MOBILE USERS MAKE AT LEAST 1 DEPOSIT PER MONTH



Growth in RDC Active Users

30% Growth & Continuing to Rise After Pandemic





How Do You Manage Fraud?

Scammers are continuing to get smarter! How do we manage fraud with mobile deposits?

Calling in the umpires!

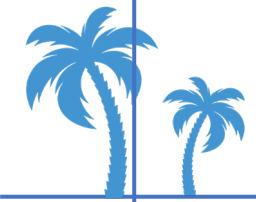




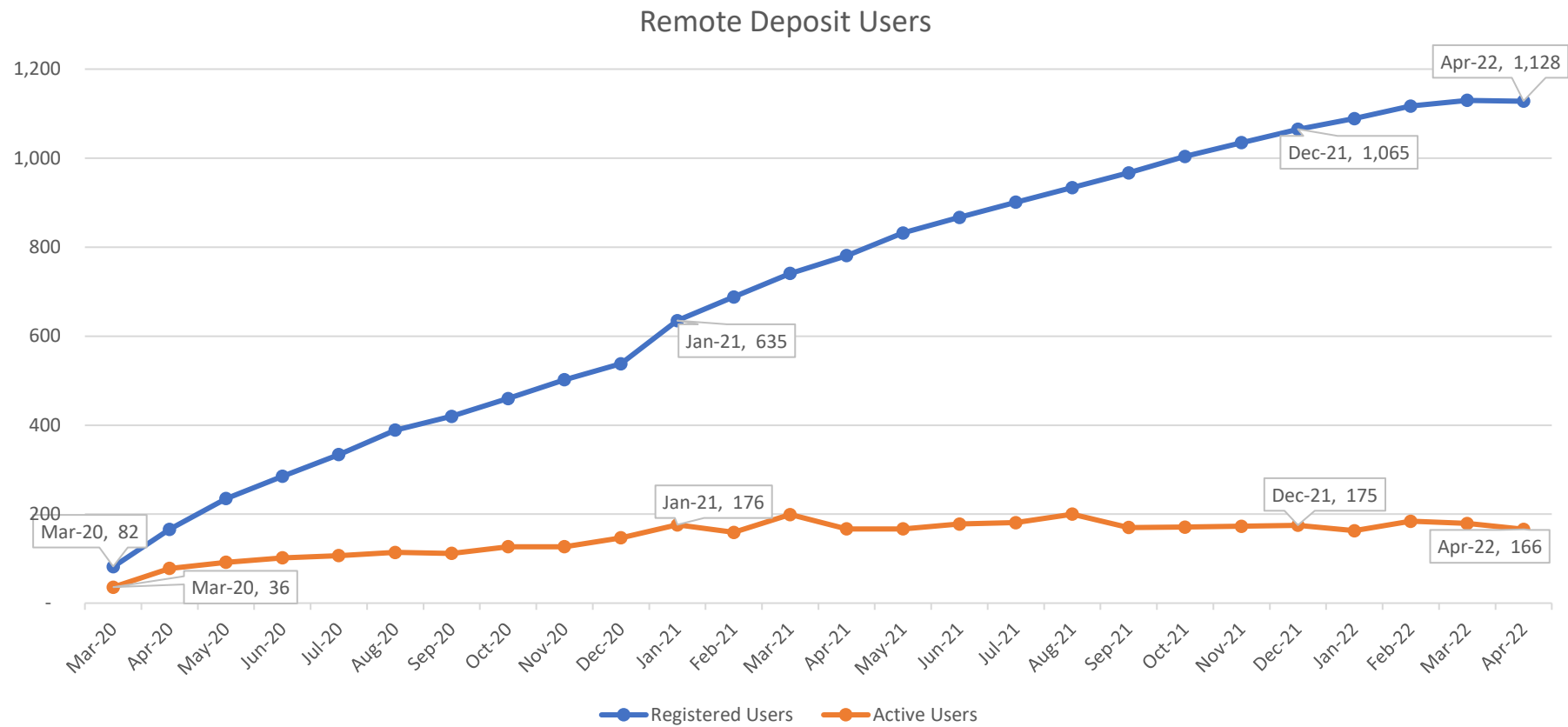
What Impact Do You See with Mobile Check Deposit as far as an Integrated Solution?

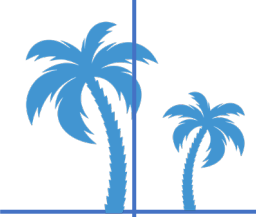
Member experience with an easy-to-use solution is important. Many applications require that members download a separate app when supporting mobile check deposit. Does removing the friction of enabling a single integrated solution really help?



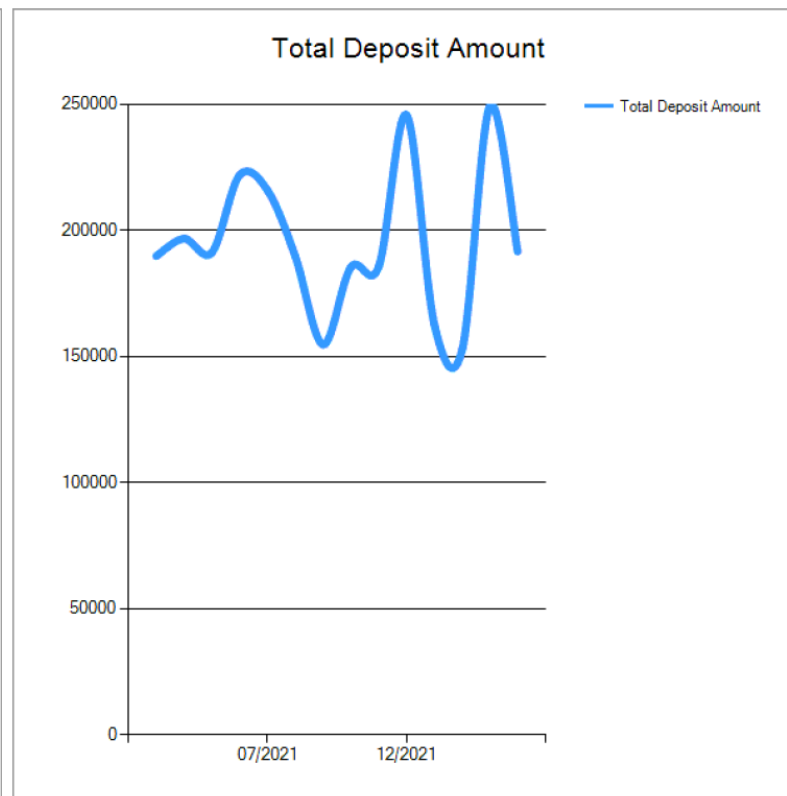
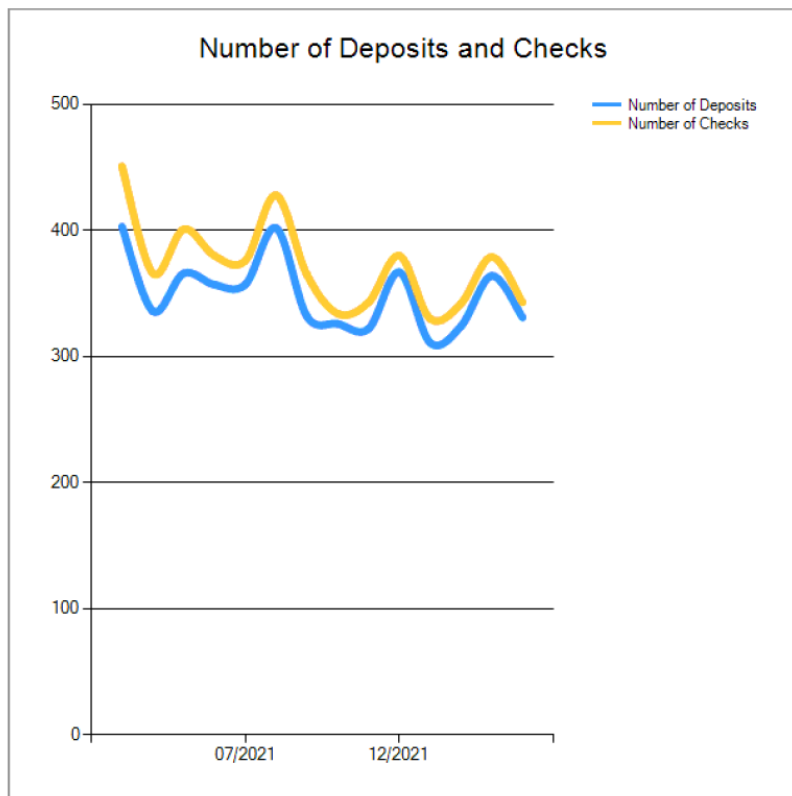


Remote Deposit Users



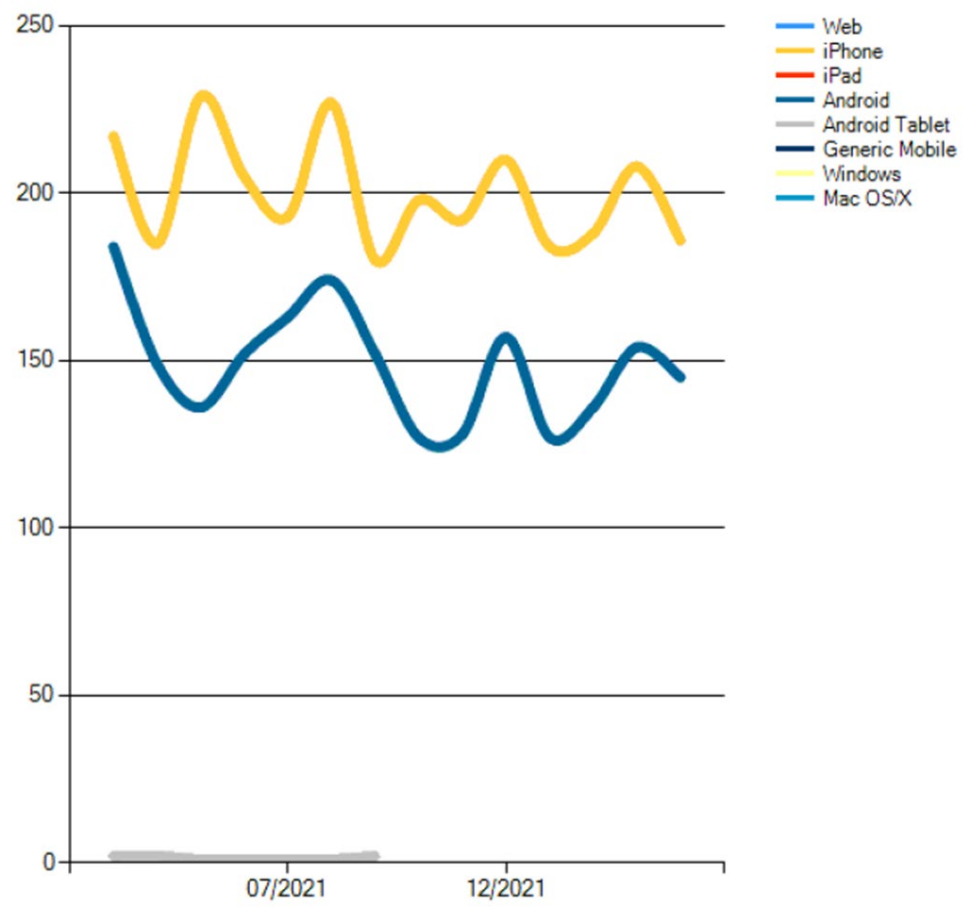


of Deposits & Amounts

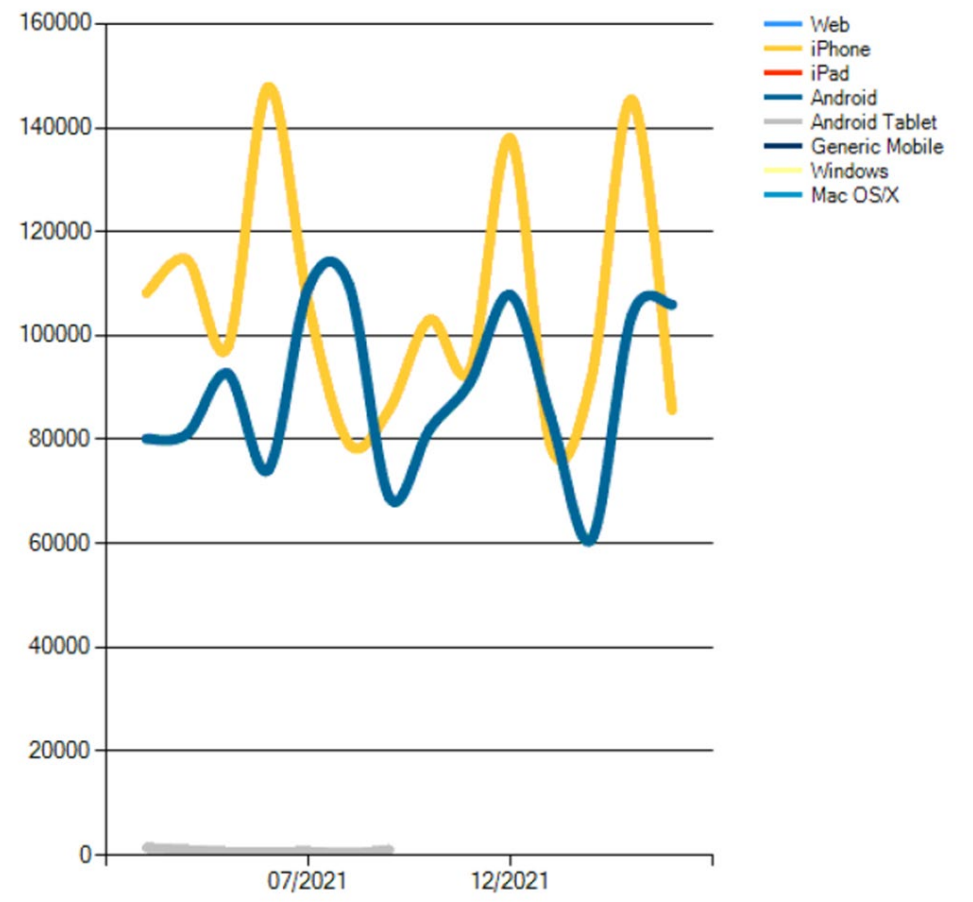




of Deposits by Channel



\$ of Deposits by Channel





What is the Future of Mobile Check Deposit?

Pitchers always have a fast ball or curve ball ready!
What does Vertifi have planned for the game in 2023?





Thank you, Panelists

Please join us in giving them a big round of applause!





Types of Pitching

We just learned the importance of real-time... speed... I think before we invite our next guests up on the stage that we need to teach these fans the most common ways to pitch!





Fast Ball

Curve Ball





Real-Time Payments

Alacriti



Meet the Panelist



Alacriti

Al Griffin

Al is an active member of the Faster Payments Council and has over 35 years' experience in the financial services industry. He has worked for Servantis, CheckFree, Fundtech/Finastra and ACI Worldwide prior to joining Alacriti focusing on transaction banking in both commercial and retail banking. His roles have included implementation/support of wire transfer systems, cash management product management, sales support and solution consulting. He currently provides solution consulting for Alacriti's EBPP loan and bill payment solution and their COSMOS Payments Platform.



Meet the Panelist



Alacriti

Eric Kugle

Eric has over 20 years experience in payments and software. His experience includes being an early employee of Paymentech which became the wholly owned merchant card acquiring division of JP Morgan Chase as well as a software entrepreneur. Eric currently serves Alacriti's ISV solutions, integrating innovative payment applications into leading software providers.



What are you seeing in the market for real time payments?

What are the current trends you're seeing in the market? Proceed with TCH RTP? Wait for FedNow? What about Visa Direct/MasterCard Send? What are the pros/cons with either decision?





What are some of the use cases you're seeing considered or adopted using Faster Payments?





Faster money movement raises the risk of fraud- are you seeing fraud strategies adjust as faster-payments are deployed? Is ALM a component there?



Alacriti

Thank you, Panelists

Please join us in giving them a big round of applause!

