

Partnership Presentation 2:
**The Path to Digital
Maturity: Fast, Frictionless
& Fully-Automated**

Wesley Zauner
MeridianLink

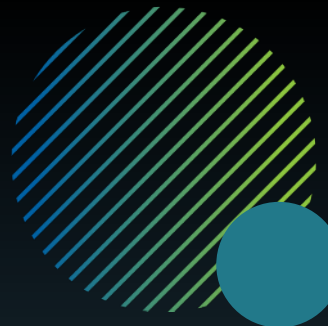

The Path to Digital Maturity: Fast, Frictionless & Fully-Automated



Wesley Zauner

VP, Product Management
MeridianLink





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Today's Agenda

01

**Landscape:
Current Challenges**

02

**Digital Progression
Leads to Growth**

03

Digital Progression Blueprint

04

Sustained Growth



“Climate Change”

Saturation, Digital Shifts, and
the Quest for Loyalty

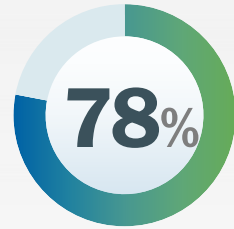
The Current Landscape

KEY CHALLENGES

- **Market Saturation:** Increasingly crowded with traditional banks, fintech startups, and digital platforms.
- **Digital Transformation:** Shift to online & mobile, driven by demand for convenience, personalized experiences.
- **Customer Retention:** Struggle to maintain customer loyalty in the face of innovative, tailored banking alternatives.

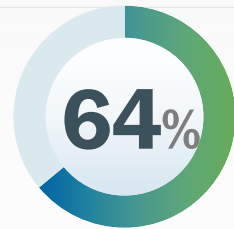
ADAPTING TO CHANGE

- Embrace digital transformation
- Leverage data analytics and AI
- Enhance digital security measures



of consumers prefer managing finances digitally.

Source: [PYMNTS Digital-First Banking Tracker](#)



believe there will be a reduced role for physical branches in 2024.

Respondents of the [MeridianLink Customer Survey 2024](#)

Just Being Digital Is No Longer Enough



Digital transformation
is **not** a destination



Digital transformation
is an **ongoing journey**



Delivering excellent digital experiences is just the first step

Digital Transformation Is Complicated

In 2023, **less than 50%** of financial institutions that planned for change in digital consumer loan origination or digital consumer account opening moved forward with the change

(source: Cornerstone Advisors)



...But Digital Transformation Is Necessary...

Consumer Expectations Have Changed



Then: **Days**



Now: **Minutes**



Macro Trends Continue to Evolve



Digital Shift

Increasing consumer expectation for personalized and real-time digital experiences

76%

...millennials manage their banking digitally

Source: [U.S. Consumer Banking Statistics 2024 FORBES](#)



Balance Sheet Pressure

Accumulating concerns with economic slow-down, deposit attrition, and net interest margin compression

+525BPS

...change in Federal funds target rate since year end 2021

Source: [Regulatory Bootcamp - Taylor Advisors](#)



More Consumer Options

Number of fintech apps per consumer has risen since 2020 while overall adoption remains high

38%

...increase in overall fintech adoption between 2020 and 2022

Source: [The Fintech Effect - Harris Plaid](#)



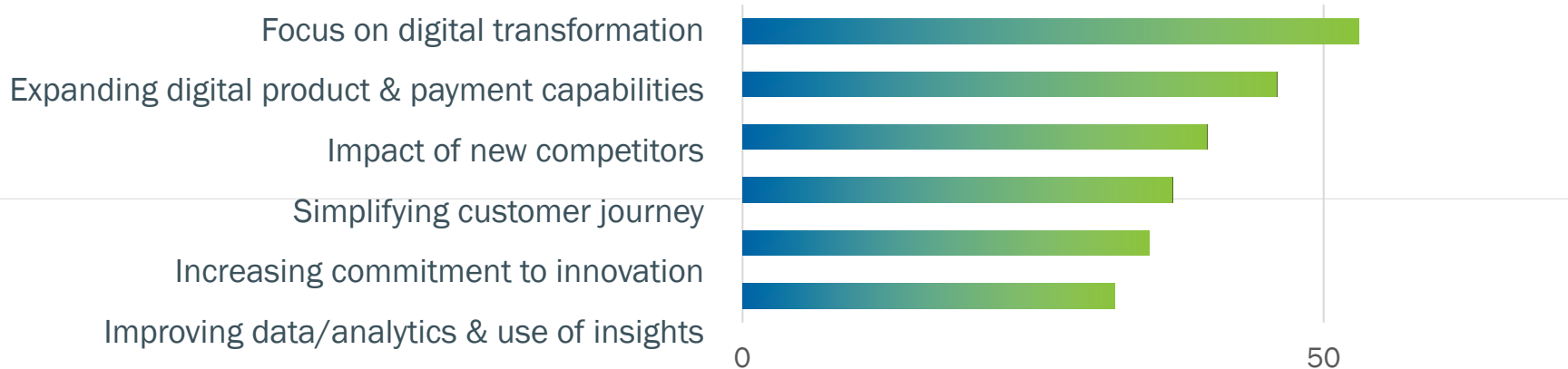


Digital Progression Leads to Growth

meridianlink®

Industry Priorities

The industry's most important trends of 2023:



Source: [Digital Banking Report: 2024 Retail Banking Trends and Priorities](#)
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Innovation and Digital Transformation

Digital Maturity Is a Priority

- Only **9%** of financial institutions consider themselves **digitally mature***.
- The FIs that come out on top will focus on **customer-centricity**, agility, and efficiency.
- **For future success**, institutions need both consumer-facing innovation and back-office updates.
- Embracing digital maturity, FIs integrate third-party solutions for **efficient, innovative services**.






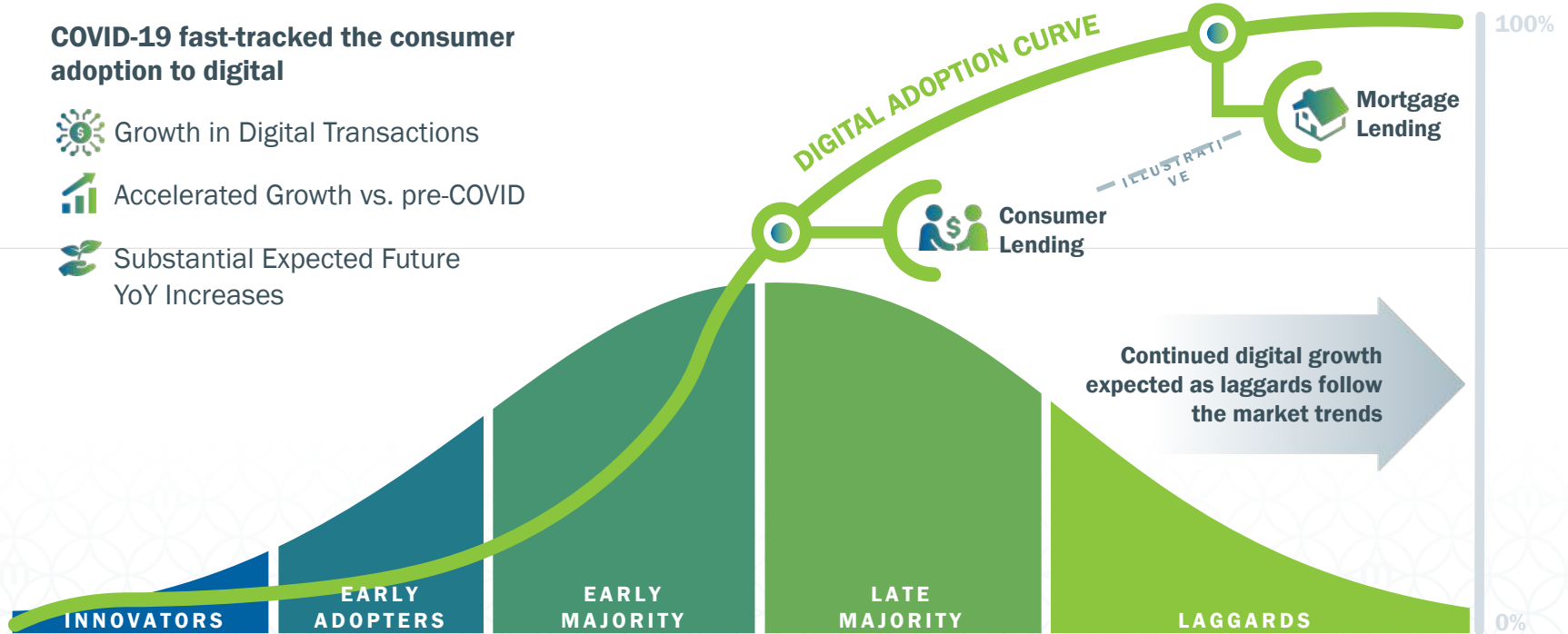
* Source: [Digital Banking Report: 2024 Retail Banking Trends and Priorities](#)
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Digital Transformation Is an Ongoing Journey

End-to-end digital experiences require investment in software and data

COVID-19 fast-tracked the consumer adoption to digital

-  Growth in Digital Transactions
-  Accelerated Growth vs. pre-COVID
-  Substantial Expected Future YoY Increases



Path to Digital Growth

Your journey to tech advancement, expertly guided to success

1 Connect digitally with consumers

2 Use data analytics

3 Streamline processes

4 Personalize experiences

5 Automate decisioning

6 Fine-tune operations

7 Expand channels

Realizing Outcomes Needed for Success



Grow My Institution

Increase portfolio growth, attract more consumers, and deliver the best user experience.



Deepen Relationships

Deepen consumer financial relationships by delivering better, more personalized digital experiences.



Increase Efficiency

Scale up with confidence, reduce manual processes, and increase efficiencies without sacrificing accuracy.



Reduce Risk

Effectively manage risk and stay compliant with leading fraud and risk mitigation solutions.

Continuous Improvement

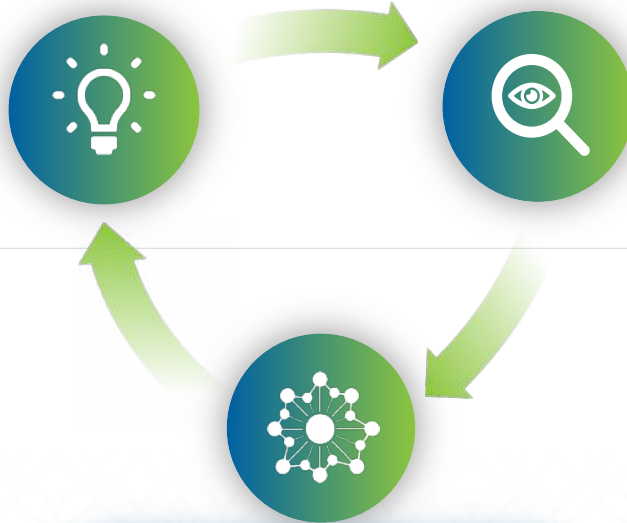
MeridianLink developed a process that guides financial institutions in realizing the full potential of adopting a digital ecosystem, and provides them with a multi-year blueprint for incremental digital growth that aligns with their unique priorities, resources, and timing requirements

STEP 1:

ASSESS/ITERATE

Complete a thorough (and honest) review of their current systems.

- Where are they now?
- What are their priorities (and pain points)?
- Do they have a solid digital foundation?



STEP 2:

DESIGN/ADJUST

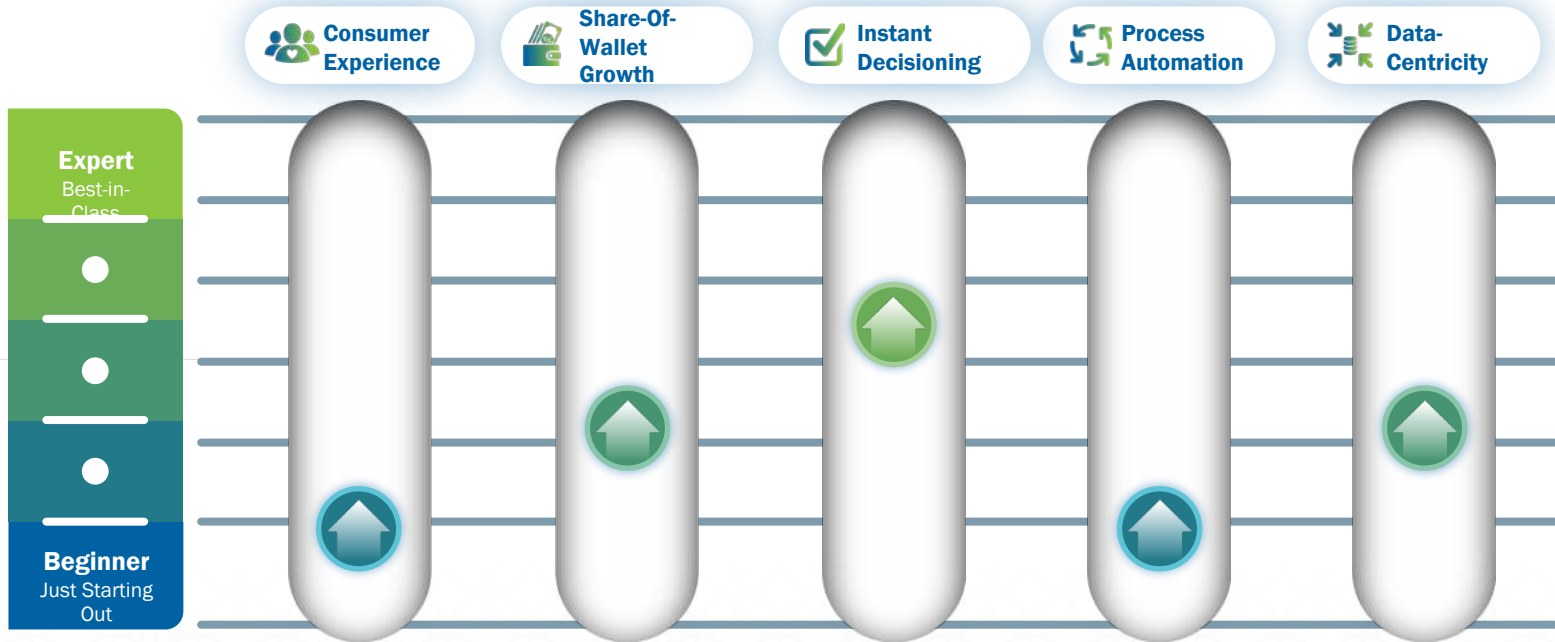
Develop a blueprint unique to each institution that starts with a solid digital foundation and details a plan for continuous improvement.

STEP 3:

EXECUTE

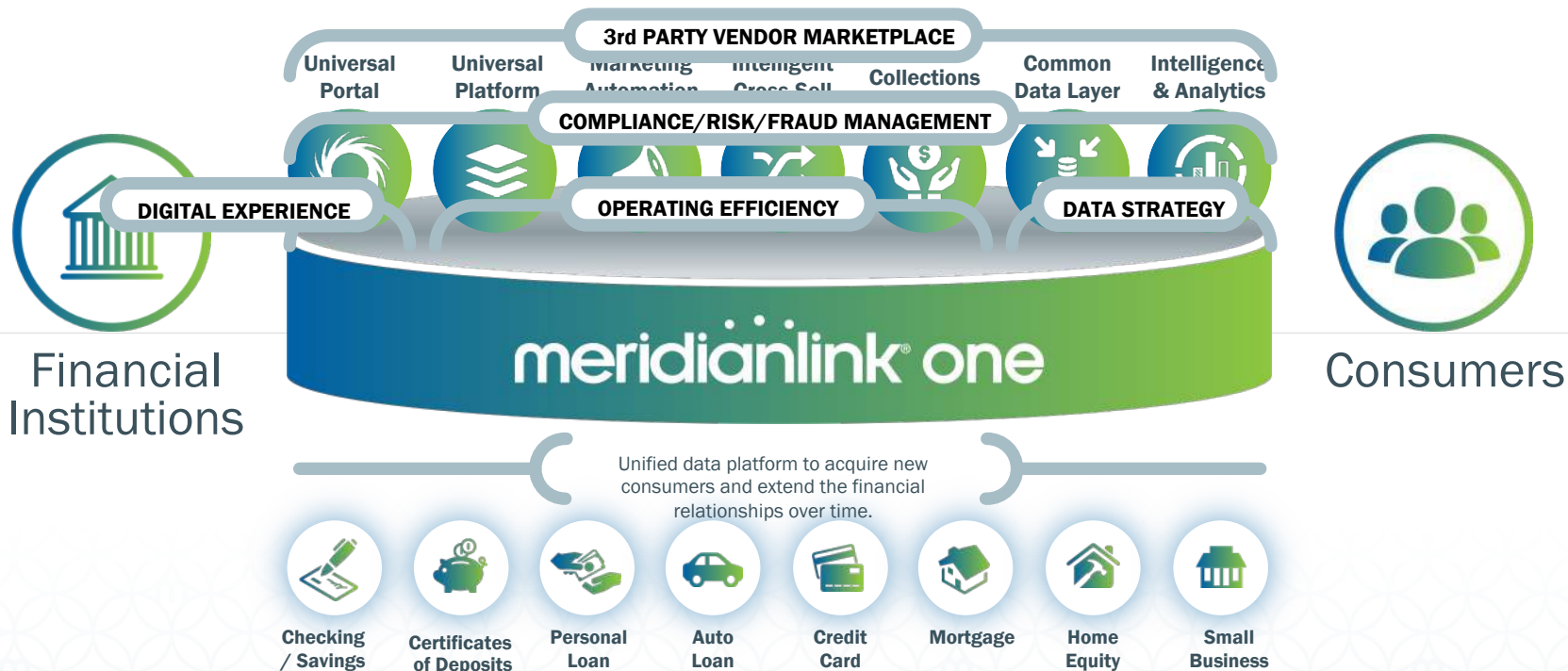
Navigate their digital transformation journey with a trusted partner.

Disciplined Progression in Five Primary Areas



Guiding Your Institution Through Digital Growth

MeridianLink One Platform



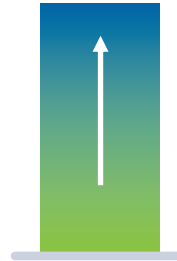
Case Study

Creating More Efficient Lending Processes & Customer Experiences

UBT Union Bank & Trust®

Union Bank & Trust took average
loan processing times from
30 TO 3 MINUTES

RESULTS



Auto Approval
rates rose
from **2% to**
15%



Auto Decisioning on
loans **rose to 50%**

How it Worked: Digital Progression Assessment

SITUATION

- Bank with ~\$5.5 billion in assets
- Considering moving to a new consumer LOS
- Large volume, with significantly manual processes

GOALS

- **Growth and consumer experience**
- Omnichannel experience for pre-approvals and cross-sells
- Minimize consumer data input

ASSESSMENT

Digital Progression Category	Est. Current Level
Consumer Experience	2
Share-of-Wallet Growth	2
Instant Decisioning	2
Process Automation	2
Data Centricity	3

Case Study – Digital Progression Blueprint

*Example focused on Consumer Experience and Share-of-Wallet Growth

Phase 1 Goals (Initial Go-Live)

- Less keystrokes for consumer => better experience
- Increased transparency in the loan process
- Improved vehicles to drive applications

How To Get There

- Online Banking Single Sign-On
- Address Verification
- Equifax InstaTouch
- ML Cross-Sells/Debt Consolidation
- AA Emails, Doc Upload, WebMS
- ML Pre-Approval Campaigns

Category	Est. Level
Consumer Experience	3
Share-of-Wallet Growth	2

Phase 2 Goals (1-2 Yrs.)

- Unified loan and account opening platform
- More robust pre-qualification capabilities => more volume
- Fully customizable online application experience for consumers

How To Get There

- ML Opening
- ML Engage
- ML Access
- ML Insight
- Socure, Chatbots, Self-Serve Add-Ons
- Eltropy

Category	Est. Level
Consumer Experience	4
Share-of-Wallet Growth	3

Phase 3 Goals (2-5 Yrs.)

- Unified platform for all loan types including mortgage (and more cross-sell capabilities)
- Most advanced pre-qualification program available
- Optimization of all systems

How To Get There

- ML Mortgage
- API Pro for cross-sell functionality
- Data Augmentation w/ Engage
- Experian Triggers w/ Engage
- TEM w/ Engage
- ML Consulting Services

Category	Est. Level
Consumer Experience	5
Share-of-Wallet Growth	5

Testimonials



"Internally, we feel strongly in the phrase **'we don't know what we don't know'** Prior to the engagement, we had noted many 'pain points' we were experiencing that resulted in 'LOS platform' reviews. Post-engagement, we have found there may be **opportunities to modify processes that we currently do that may reduce those pain points.**"

We had expectations of 'external to the bank' solutions; however, discovered that some solutions require 'internal bank changes'. The discovery conducted was very helpful – it was a process that produced good understanding and enlightenment on current processes. **This engagement and the outcomes truly helped to position MeridianLink as a long-term partner.**

This was one of the best concepts we've seen."

What's Next?



ASSESS

Complete a thorough (and honest) review of your current systems.



DESIGN

Review your processes from the outside looking in and design the ideal consumer journey.

DESIGN YOUR BANK'S BLUEPRINT



MODERNIZE

Navigate your digital transformation journey with a trusted partner.



thank you



