



Business Model Transformations: Customer Engagement Model

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September 14, 2010

Customer Engagement

Business Model and Opportunities



Customer preferences and behaviors are changing – they want choices, control, flexibility, convenience and awareness of their financial lives... 70% of customer interactions occur in the digital space..... creating opportunity and demanding change!



- **Customers want to be more connected, knowledgeable, and in control of their finances**
- **Transparency and trust are key factors in customer satisfaction, retention and relationship deepening opportunities**
- **Customers expect flexibility, simplicity and convenience in how they interact with their bank**
- **Security and protection are required for customer consideration and adoption**
- **Customer expectations are influenced by their broader digital experiences beyond their financial lives**

Provides customers with fast, easy, and safe access to their finances.



- **Secure customer and prospect experiences**
- **15th Most Visited Website with 2.6B annual visits**
- **Over 29MM Online Banking customers and 200MM logins per month**
- **More than 15MM customers who pay more than \$230B in bills electronically each year**

Bank of America has the largest bank-owned network of ATMs in the U.S. with over 18,000 ATM locations across the enterprise.

- Customers conduct more than 1B transactions each year
- More than 40% of customer deposits to be conducted through ATMs by YE2010
- ATMs utilize imaging technology to make banking easy and efficient for customers
 - Eliminate the need for deposit slips and envelopes
 - Automatically calculate total deposit and provide receipts with check images



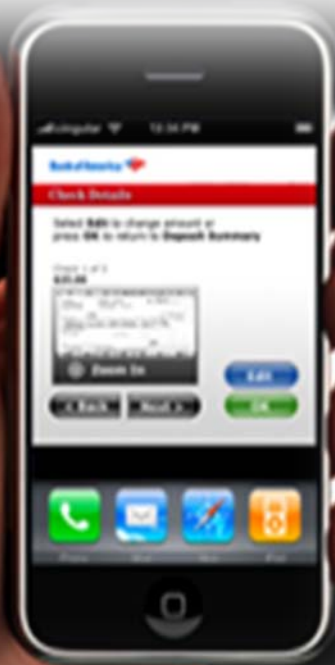
Social technologies provide an unprecedented platform to learn from and engage external and internal audiences.



- Leverage Social Spaces strategy to accelerate external listening and engagement
- Influence of social spaces extends beyond the sites themselves
- Two-thirds of the top 100 U.S. websites have implemented Facebook services integrating your friends anywhere and everywhere
- Focus on identifying and sourcing more complex, higher value customer interactions



Leverage unique connection between people and their mobile phone to make customer's lives easier and enable better financial management.



- 5MM customers use their mobile phone to check balances, make transfers, and pay bills – anywhere, anytime
- Text Banking has brought the convenience of mobile banking to *all* customers and *all* phones
- 1 and 2-Way Text Alerts will increase financial awareness and enable immediate control
- 50 unique alert choices including those related to potential fraudulent account activity
- Next generation mobile services



- **Customers engage with us wherever and whenever they choose to reach out**
- **Customers engage with us as we proactively reach out to them in new and relevant ways**
- **Customers take us with them wherever they travel at home or across the globe**
- **New customers and new markets are accessible with mobile capabilities; as an extension of our physical presence**
- **Added value allows for retention and relationship deepening opportunities that grow our business**



Questions?