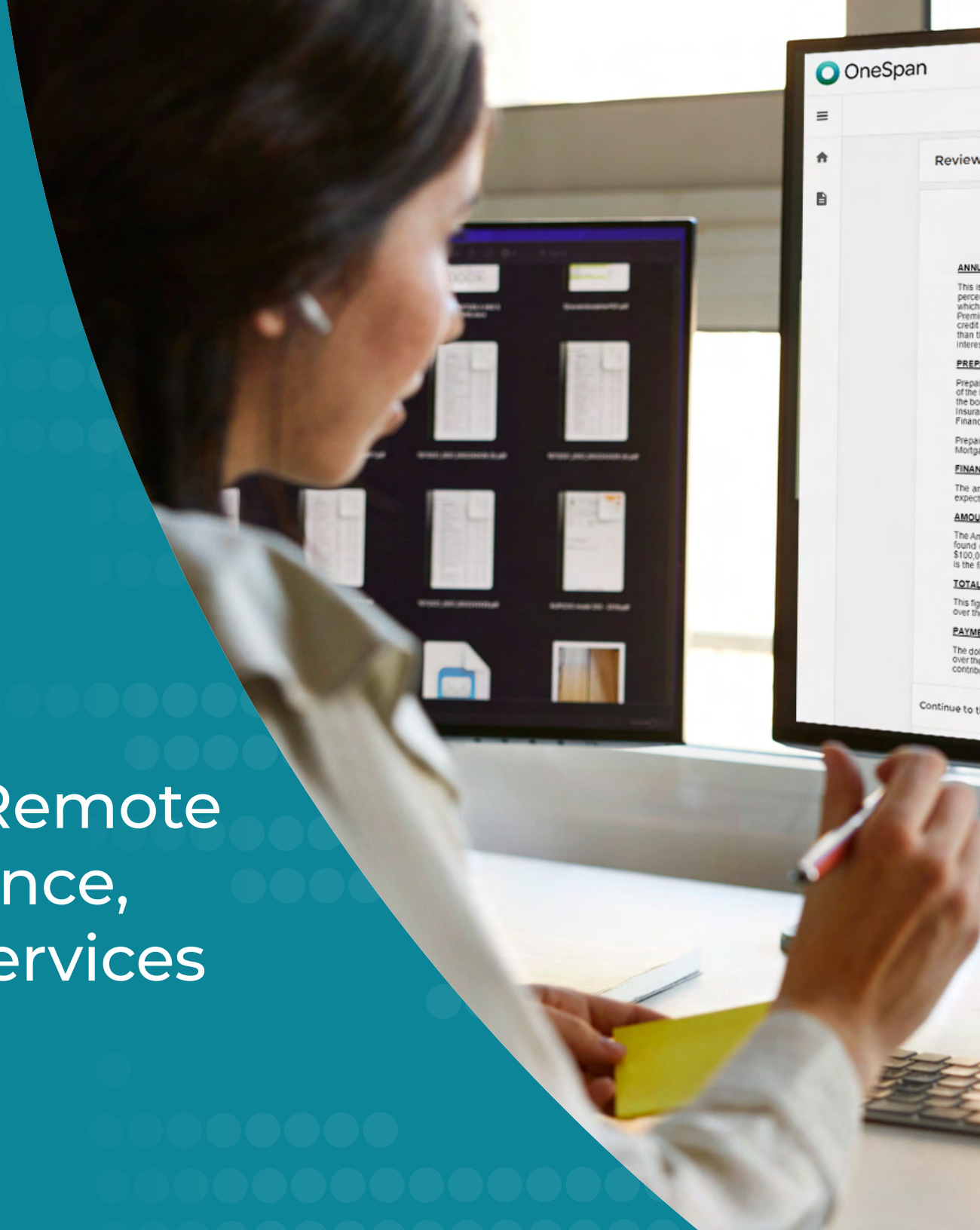# OneSpan

Bring a Human Connection to Remote Banking, Insurance, and Financial Services

OneSpan Virtual Room

OneSpan

Finding a Competitive Edge in the "Anywhere Economy"

The accelerating movement towards digitization has driven a dramatic adoption of remote processes through online and mobile channels in industries like banking and insurance. High-value processes such as account opening, wealth management, and life insurance applications are increasingly transitioning to end-to-end remote processes.

Financial institutions must find a competitive edge in the new "Anywhere Economy". Consumers have come to expect the ability to conduct all of their business remotely with any device they choose and at their own convenience. What was once a differentiator has become a necessity.

The challenge today is how to provide a superior customer experience within the confines of remote digital processes. To do so, organizations must deliver the same level of customer service normally offered in-person through their online, mobile, and call center channels.

Remote Channel Consumer Preferences

41%
of advisors reported increased frequency of communication through digital channels

48%
of advisors list video calls as their preferred communication method

33%
of advisors expect video calls to remain the preferred method over time

EASY   **MORE COMPLEX**

| ONLINE | MOBILE | CONTACT CENTER | BRANCH |

LESS HUMAN INTERACTION   **MORE HUMAN INTERACTION**

Key Questions to Ask in the Anywhere Economy

- What does the future of in-person financial services look like?
- How do we reimagine the branch experience and incorporate touchless technologies and processes?
- What's the best way to verify identities of consumers who are increasingly remote?
- What's the role of advisors and agents in remote channels?

Shifting Consumer Behaviors

Financial institutions traditionally relied on face-to-face interactions with customers to complete complex, highvalue agreements. But in our increasingly remote world, a new set of requirements needs to be considered to achieve the same level of trust and engagement. Institutions that can securely engage and transact with their remote customers will have a clear advantage over those that are unable to replicate the in-person experience.

As financial activities get more complex, consumers tend to turn to channels where they can get human help and assistance. Despite a surge in all-things "digital", customers still value the human connection. That's why a human-digital hybrid approach in the financial services industry will be an important combination.

A survey of nearly 250 financial advisors* demonstrated this shift in customer behavior and the viability of remote channels. Over 41% of advisors reported increased frequency of communication with clients during the pandemic when remote channels were the only option available. Furthermore, 33% of advisors expected to continue connecting with clients using video calls after in-person meetings once again became available.

* SmartAsset, "How COVID-19 Has Changed Financial Advisors and Client Communications - 2021 Study" Q1 2021.

Why video-enabled communications?

While banking, insurance, and other financial services historically involved a human element, the digital space has taken away the human touch from the experience. That's why recreating the in-person experience with video-enabled communications and blending the value of human and digital assistance is the next frontier in customer engagement.

One of the biggest consumer pain points is the time it takes to complete lengthy account opening, life insurance policies, and investment application forms. Consumers often need assistance and a personal touchpoint to understand and get through terms nand conditions. By providing a virtual face-to-face channel to connect with your customers, customers get the peace of mind of engaging with a real person and organizations get to securely help their customers through complex agreements building trust and loyalty with enhanced customer experiences.

Why identity verification & authentication?

In an in-person setting, before customers are walked through lengthy application forms, their identity needs to be verified. The same is true for a virtual environment. Financial institutions need to satisfy Know Your Customer (KYC) requirements when engaging with customers remotely.

The method of identity verification and authentication used to affirm an individual's identity is ultimately a risk management decision that your institution needs to undertake, but it's important that you have a wide range of options in your toolkit that you can choose from. Look for a solution that enables you to verify the identity of both known customers, as well as unknown individuals that your institution does not already have an established relationship with.

Why co-browsing?

"Co-browsing" is much more than just screen sharing. It enables you to review documents simultaneously, guide your customer through multi-step agreement processes, pass control to different participants, and fill out and sign forms together. The goal is to recreate a face-to-face interaction — as if you were signing a paper-and-pen agreement in-person.

This premium experience enables you to address your customers' questions in real time, build rapport, and avoid back-and-forth phone and email conversations — eliminating Not-In-Good-Order (NIGO) errors in contracts and other typesof agreements. It enables you to avoid unforeseen obstacles (i.e., misunderstanding of terms and conditions) that could slow down the completion of the agreement or cause the customer to abandon it completely.

Why legally binding agreements?

As with any electronically signed document, it's important to be able to prove intent and ensure document integrity. This includes providing comprehensive audit trails that capture every action taken and making it easy to verify e-signed documents to ensure no changes have been made to the document since it was signed.

But what's different about a "virtual" agreement process is that you have additional electronic evidence at your disposal. Video-enabled signing sessions can be recorded to demonstrate what was signed and by whom. This helps to strengthen your compliance position with electronic evidence clearly illustrating that the relevant disclosures, waivers, and conditions were explained to your customers before signing.
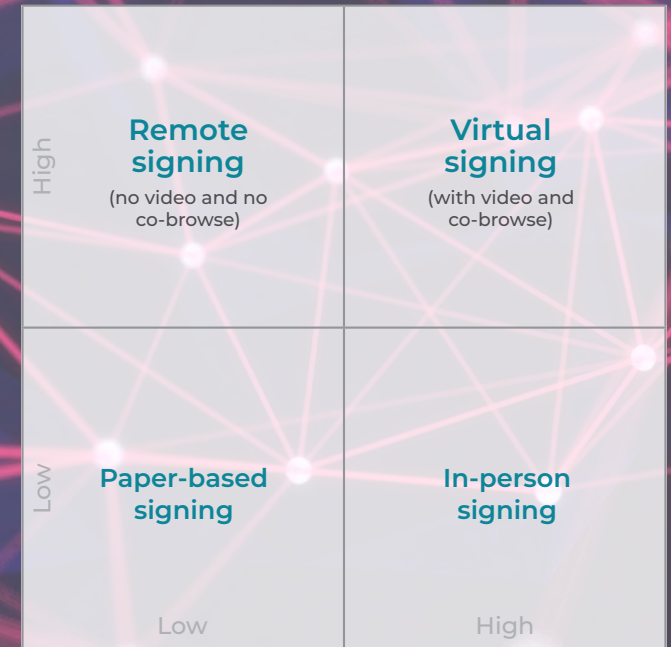
Use Cases

Modernizing the customer experience and enabling your employees to securely engage and transact with customers virtually benefits retail banking, corporate banking, wealth management, automobile financing, and insurance. The OneSpan Virtual Room can help streamline customer onboarding and support your most complex remote interactions with e-signature, live videoconferencing, and rich collaboration capabilities — all available in a single solution. We empower your advisors and agents to ko keep the transaction moving forward and close the deal.

Delivering digitally optimized experiences through human-assisted, virtual signing helps banks and insurers provide personalized service and answer customers' questions in real time. It won't be suitable for all e-signature use cases, but it is an opportunity for financial institutions, especially with external sales teams, to maintain the human touch and strengthen customer relationships for complex and high-value financial agreements.

Banks, insurers, and other financial institutions using OneSpan solutions have seen significant benefits, including:

- **BMO:** Improved customer experience with new account openings in <8 minutes
- **Wright-Patt Credit Union:** Lenders saved ~50 minutes per loan
- **OneMain Financial:** No missing signatures — workflow rules capture all 35 signatures/initials required
- **Top 10 North American Bank:** Wealth management advisors close business with the customer in a single meeting, whether remotely or in the branch

Let's explore several use cases where human-assisted remote agreements play an important role in financial services.

	Customer Engagement	
Convenience High	**Remote signing** (no video and no co-browse)	**Virtual signing** (with video and co-browse)
Low	**Paper-based signing**	**In-person signing**
	Low	High

44%

of customers abandon account opening processes during the qualification stage*

Account Opening and Maintenance

Digital customer acquisition and growth are top priorities for retail and corporate banks. The challenge is that it's often difficult for consumers and business clients to complete the application process in a single-sitting. There are countless actions and verifications needed — the customer needs to show up, have various forms of ID on hand, and then sign a number of lengthy application forms.

In a virtual face-to-face meeting, your advisors can help customers open accounts and manage changes to existing accounts – in real time. This includes e-signing account opening agreements, credit and financing applications, transaction and account maintenance forms, product transfer forms, and more. Instead of multiple backand- forth email or phone conversations to address questions and complete these activities, solutions like the Virtual Room can help provide real-time assistance and ensure customers get the help they need to complete applications and forms in a single session. Moreover, comprehensive audit trails and the option to record the virtual session enables banks to easily demonstrate compliance.

* Cornerstone Advisors, "Reducing Friction in Online Account Opening with Digital Identity Verification" 2021.

Wealth Management

Wealth management relies heavily on in-person interactions between financial advisors and their customers — whether that's in a branch or at their client's home or office. The need to modernize advice delivery is key to meeting increased client expectations for convenience and personalization. Wealth management firms now need novel ways to meet their customers in the virtual world to continue to build trusted relationships and support their overall wealth management needs.

Solutions like Virtual Room can help wealth management firms recreate the face-to-face meeting to collaborate and complete a wide range of contracts such as investment strategy agreements, transfer of assets, IRA and 401k rollovers, and change of beneficiary forms. Offering a premium online experience gives advisors an opportunity to attract and retain customers who are increasingly digitally savvy. This is a win-win for advisors and their customers. Customers get the financial help they need from the convenience of their home or office, and advisors get access to a new, high-touch channel to engage with customers and ultimately win them over.

"Time is of the essence for wealth management firms to embrace the new normal and invest in staff and infrastructure in order to keep up with client behavior and faster-moving competitors. Firms that miss this queue risk losing market share and possibly become acquisition targets."

AITE GROUP
TOP 10 TRENDS IN WEALTH MANAGEMENT, JANUARY 2021

MotoNovo FINANCE

Learn how MotoNovo Finance's customers can now complete financing applications at home or on-premises at the dealership.

Read the case study

Automobile Financing

The auto leasing and financing industry historically relied on in-person dealerships to meet with clients to finance car loans. The requirements for financing vary for each lender, but most have a similar process that involves making a trip to the dealership, interacting with the lender, verifying the client's identity (e.g., driver's license), proving income (e.g., check stub), and completing asset financing paperwork.

Like many other industries, consumer preferences are quickly shifting to digital. According to a report from Deloitte*, 29% of US consumers prefer a partially or wholly digital process for purchasing their next vehicle. Further, this preference skews towards younger generations. For consumers aged 18-34, that number rises to 46%. It is clear that these organizations need a robust, secure digital channel to meet customer needs.

Virtual Room can help address the evolving digital engagement requirements in the auto financing industry — with live videoconferencing, ID verification, data capture, e-signature, and vaulting. The solution gives control over the selling process by enabling agents and the Finance & Insurance (F&I) manager to host virtual meetings with remote clients and walk them through financing agreements requiring signatures. Clients can upload supporting documentation to allow for immediate processing of the car loan or lease and dealers have a new source for meeting their monthly quotas.

* Deloitte, "Digital by Design: Transforming the Auto Finance Sector in the Wake of the Global Pandemic" 2021.

Use Case

Insurance

For a long time, the traditional insurance business model has proved to be resilient. But it can no longer resist the digital pressure being applied by consumers. Changing consumer behaviors have forced many insurers, especially ones reliant on a large external agent team, to adapt and reduce their dependence on paper and in-person visits. This includes modernizing the way in which insurers and broker-dealers interact with clients to complete new business applications, disclosures and policies, and insurance claims.

With Virtual Room, insurance companies and agents can onboard both personal and commercial customers and conduct policy and claims reviews in their preferred channel — at home, in the office, or virtually anywhere. Built-in live videoconferencing, e-signature, and rich collaboration capabilities enable agents to assist customers in completing and signing routine paperwork — ensuring data is captured accurately the first time. A wide range of identity verification and authentication options provides a high level of identity assurance and helps mitigate the risk of fraud.

PODCAST

How to Achieve Your Digital Insurance Vision with Transformative Technology

Listen Now

Other Virtual Signing Use Cases

Call center channels

Call center agents can leverage Virtual Room to walk customers through and sign complex, multi-step agreements in real time using live videoconferencing and co-browsing capabilities.

In-branch channels

Bank tellers, advisors, and agents can meet with clients in the branch or host a virtual session on-the-fly. They can tailor the experience based on whatever channel is most convenient to the client.

Digital-only businesses

Digital-only banks and insurers now have the ability to go head-to-head with traditional institutions with a branch presence. Hosting a virtual session gives them a new, high-touch customer engagement channel to attract and retain customers.

There's A Better Way

Recreate the Power of a Face-to-Face Meeting Virtually

In today's anywhere economy, the human element is more important than ever. The Virtual Room enables financial institutions to re-create the power of the face-to-face meeting and complete financial agreements that require human assistance. It helps you deliver a secure and interactive experience to guide customers through the financial agreement process and effectively close the deal. Virtual Room accomplishes this by bringing together electronic signature, web-enabled videoconferencing, and rich collaboration capabilities in one comprehensive solution.

Your customers get the financial help they need from the convenience of their home or office, and your organization gets access to a new, high-touch channel to engage with customers as humanly as possible. Recreate the power of doing business face-to-face, flexibly and securely, with Virtual Room.

- **Fast and Convenient:** Built-in videoconferencing eliminates the need for in-person meetings to review and sign documents.

- **Real-time Assistance:** Give customers the personalized attention, answers and help they need in real time.

- **Fully Branded Experience:** Add your logo and colors to the e-sign process to keep the spotlight on your brand.

- **Secure Agreements:** Bank-grade security, digital signature encryption, and strong identity proofing capabilities ensure data and documents are always secure.

- **Strong Electronic Evidence:** Strengthen security and compliance with vendor independent audit trails with the option to record the virtual signing session.

- **All-in-One Solution:** Built-in e-signature, videoconferencing, and rich collaboration features remove the need to patch multiple solutions together.
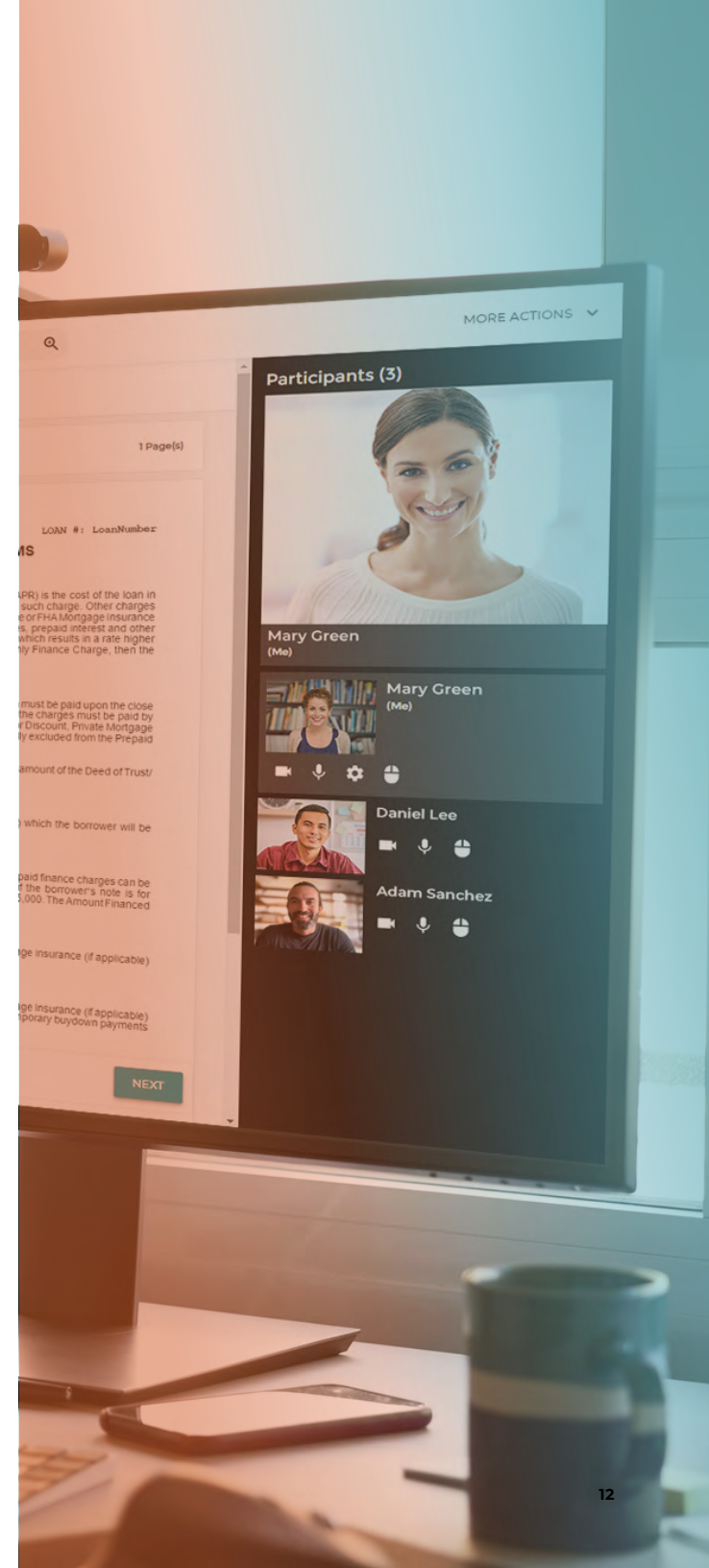
How It Works

Virtual Room offers your organization an opportunity to deliver the quality of service your customers enjoyed from in-person meetings:

01. Prepare **02.** Invite **03.** Authenticate **04.** Review **05.** Sign
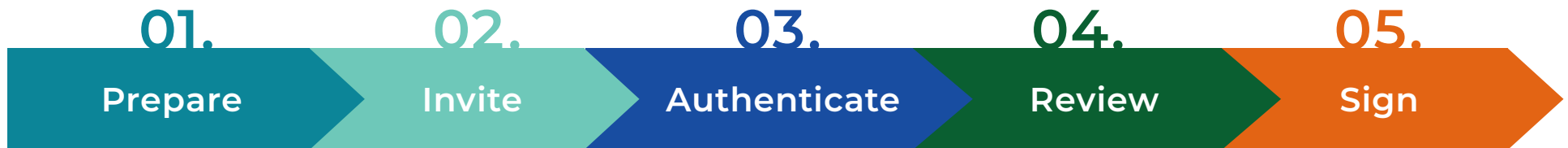
1. **Prepare:** Upload documents or select pre-defined templates. Add signers. Set the date and time for the virtual signing session.

2. **Invite:** Signers join the Virtual Room by clicking the link in the email invitation.

3. **Authenticate:** Signers verify their identity using the selected authentication method (optional).

4. **Review:** The host and signers enter the video-enabled Virtual Room. The host helps signers understand the agreement in real time.

5. **Sign:** Guided workflows provide signers with easy-to-follow cues. Signers initial and sign the document. Signers download a copy of the e-signed documents.

Requirements Checklist

Make sure the solutions you evaluate are able to support all of your e-signature use cases — across all of the geographies and channels your business serves. This includes remote signing, in-person signing, as well as human-assisted virtual signing use cases.
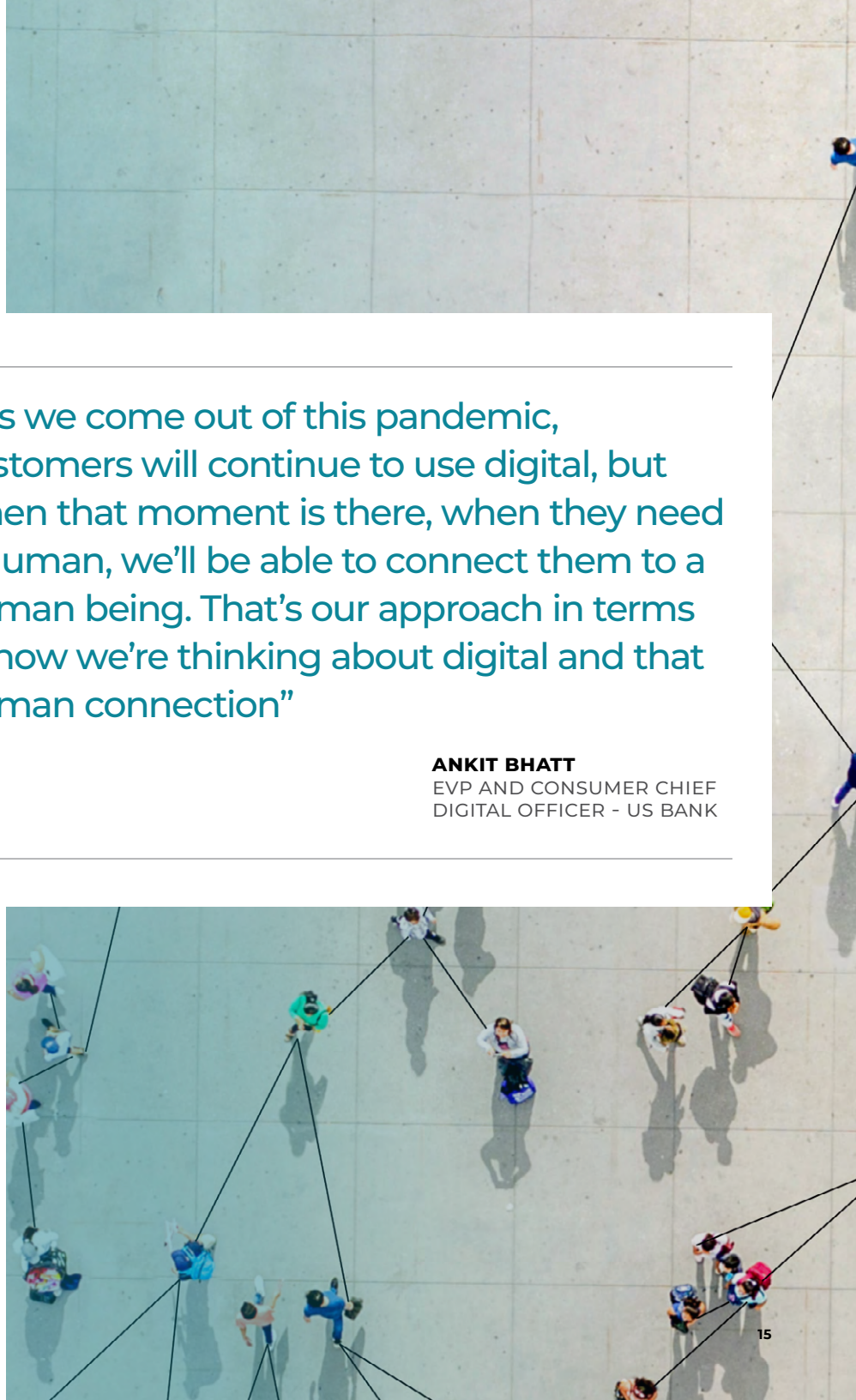
OneSpan

Requirements

As your organization evaluates how to deliver these types of human-digital blended experiences, there are a number of requirements to consider. This section will help you carefully evaluate criteria, so that you will be able to make an informed decision. This includes:

- **Video-enabled communications** to help mimic, as closely as possible, a face-to-face environment where you can add the human touch and develop a relation-ship with your customers;

- **Strong identity verification and authentication** options to ensure you know exactly who you're trans-acting with and that all participants in the agreement process are who they claim to be;

- **Co-browsing** to facilitate real-time collaboration, review the terms and conditions, and reduce missing and incorrect information in account applications and forms;

- The ability to create a **legally binding agreement** backed by comprehensive audit trails to satisfy legal and compliance requirements.

" As we come out of this pandemic, customers will continue to use digital, but when that moment is there, when they need a human, we'll be able to connect them to a human being. That's our approach in terms of how we're thinking about digital and that human connection"

ANKIT BHATT
EVP AND CONSUMER CHIEF
DIGITAL OFFICER - US BANK

Key questions to ask when evaluating virtual e-signature solutions

Questions on the signer experience

1. Does the solution allow you to host a videoconferencing session with multiple participants to replicate an in-person signing experience?

2. Does the solution allow you to simultaneously review documents on-screen in real time (co-browse)?

3. Does the solution allow you to pass control to individual participants when it's time for them to e-sign?

4. Does the solution provide a guided experience with visual cues for signers?

5. Does the solution enable you to fully brand the signer experience with your logo and colors?

6. Can the solution scale across all channels (e.g., branch, in-person, call center, online, mobile, virtual face-to-face)?

Questions on the sender experience

7. Does the solution allow you to schedule virtual signing sessions with customers?

8. Does the solution allow you to configure required and optional signatures, as well as allowing witnesses to participate in signing sessions?

9. Does the solution allow you to capture forms data and link that data to other apps and systems?

10. Does the solution allow you to capture simple, advanced, and qualified e-signatures?

11. Does the solution provide an open API and SDKs to enable developers to easily integrate the technology into their own applications?

Key questions to ask when evaluating virtual e-signature solutions

Questions on security, identity, and compliance

12. Does the solution allow for the following signer identification methods?

- ID document capture
  (e.g., driver's license)
- ID document verification
- Facial comparison
- Liveness detection
- SMS

- Q&A
- Knowledge-based authentication (KBA)
- European eIDs
- Local digital certificates
  (e.g., stored on smartcards, tokens, etc.)
- Remote digital certificates issued by trusted authorities

13. Does the solution provide an audit trail that captures all actions taken (e.g., identity verification method, verification result, number of attempts, what was signed, by whom, when, etc.)?

14. Does the solution enable you to capture a video recording of the virtual signing session?

15. Does the solution enable you to ask signers to upload required documentation and attach it to the e-sign session?

16. Does the solution enable you to meet the legal requirements in countries that have enacted e-sign laws and regulations (e.g., ESIGN, eIDAS, etc.)?

17. Does the solution ensure the integrity of the e-signed document by tamper sealing documents after each signature is applied?

18. Does the solution visibly invalidate documents if any changes are made?

19. Can the solution be deployed in a public cloud, private cloud, and on-premises behind my firewall?

Why OneSpan?

OneSpan is a global leader in providing high assurance identity verification, transaction signing, authentication, mobile security, simplified e-signature workflows, and secure video collaboration for virtual transactions. Our solutions enable trust that ensures the integrity of the people and artifacts associated with digital agreements and transactions across banking, financial services, insurance, and more.

Virtual Room can successfully humanize the digital experience, empowering you to meet changing consumer preferences and reestablish the competitive edge your investments in customer experience once provided.

The Anywhere Economy is here to stay, and with Virtual Room, you are free to meet your customers wherever they wish to meet

Why now?

The transition away from in-person meetings and branch experiences has already passed its pivot point. In 2021 alone, banks closed 9% of their branching according to McKinsey & Company*. This corresponds to a 10% drop in overall branch activity in the same year. What's more, McKinsey found that willingness to use digital channels to open an new bank account hovers around 75% and preference for those channels is over 30%. Yet, only 15% of such accounts actually convert digitally. This stresses the need for a comprehensive collaboration and remote engagement solution to capitalize on new consumer preferences as they crystalize in the coming years.

* McKinsey & Company, "Best of Both Worlds: Balancing Digital and Physical Channels in Retail Banking" July 2022.

About OneSpan

OneSpan, the digital agreements security company™, helps organizations accelerate digital transformations by enabling secure, compliant, and refreshingly easy customer agreements and transaction experiences. Organizations requiring high assurance security, including the integrity of end-users and the fidelity of transaction records behind every agreement, choose OneSpan to simplify and secure business processes with their partners and customers. Trusted by global blue-chip enterprises, including more than 60% of the world's largest 100 banks, OneSpan processes millions of digital agreements and billions of transactions in 100+ countries annually.

Learn more at OneSpan.com

SOCIAL MEDIA

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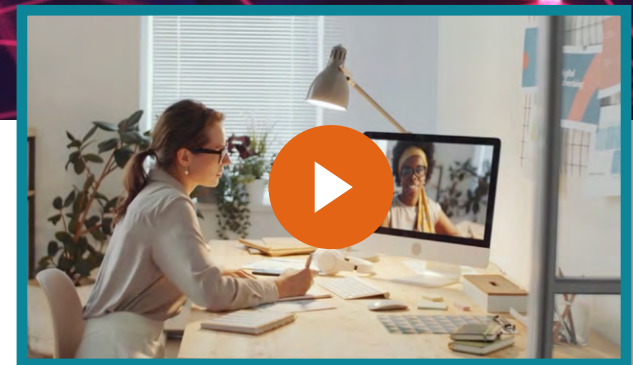
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