

# WORLD-CLASS DIGITAL EXPERIENCES

## The Path to Success for Community Banks and Credit Unions

To compete in digital channels and satisfy rising customer expectations, community banks and credit unions must deliver rich, intuitive and personalized experiences—just like they do in person.

For technology leaders, the question is: how to move forward? The best course includes these key milestones.



### Choose the right path—buy, build or partner.

Buy: expensive and challenging to maintain  
Build: costly and labor intensive  
Partner: cost-effective and flexible

### Apply design thinking to delight customers.

Great apps are designed to deliver exactly what consumers want and how they want it—which leads to more share of wallet.

### Generate data-driven insights.

Cross-industry data can drive continuous improvement and help you stay ahead of customer needs.



### Implement seamlessly.

NOT disrupting the business is imperative—and so is smooth conversion of existing customers to new apps.

### Leverage open platforms (not closed systems).

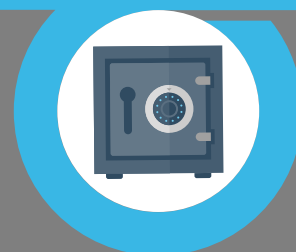
Integrating across your IT environment can unlock new revenue opportunities.

**Satisfied. Engaged. Likely to recommend.**



### Secure and stabilize your environment.

Is all your data safe?  
Are tools always available?



### Support sustainably.

Lean IT teams need easy-to-manage solutions and access to on-demand support.

NCR helps community bank do what they do best—and do even better digitally. Learn more at [www.ncr.com/financial-services/digital-banking/digital-experiences-redefined](http://www.ncr.com/financial-services/digital-banking/digital-experiences-redefined)