



Digital Strategy Statement Template

As we expand beyond traditional bank products, we will tap our existing client base and operational capabilities, strengthen engagement, and capture data that will provide a more complete view of our customers' needs. We will accomplish this by:

- **Offering full-service digital banking** that is convenient, in real-time and available from anywhere on any device
- **Ensuring a user-friendly experience** that is cohesive and consistently branded across all channels
- **Engaging customers** to provide a personalized, digital banking experience
- **Using data analytics** to focus marketing, lower risk and improve customer satisfaction
- **Delivering innovative digital platforms** that are supported by high levels of security and improved functionality

Digital Strategy Statement Worksheet

Member banks can use the following worksheet to customize their digital strategy statement.

My bank's approach to digital banking from an overall strategy perspective includes the following themes to be incorporated into our digital banking strategy statement:

Offer digital banking services through ... _____

Ensure user-friendly experience through ... _____

Engage customers by ... _____

Use data analytics to ... _____

Deliver innovative digital platforms that are ... _____

Other digital themes to be considered will be ... _____
