

Kronos for Banking

Gain a stronger competitive edge by optimizing your workforce and branch experience

Customer behavior and advances in technology have dramatically changed the banking industry. Smart ATMs, mobile deposit and branch appointment technology are redefining customer expectations around convenience and service. Banks can't afford to ignore these expectations, especially after years of industry turmoil and loss of consumer confidence.

Despite the growth of self-service and mobile access, there is still value in the branch. A 2016 J.D. Power study showed that as the number of branches have declined in the U.S., they are still considered a key channel for resolving customer problems and completing more complex transactions.¹

Evolving to this streamlined branch model starts with optimizing your workforce. By hiring and retaining best-fit employees and managing them more effectively, your financial institution will be in a better position to provide a quality customer experience that drives satisfaction, loyalty — and bottom-line results.

Kronos® for Banking provides both comprehensive workforce management and lobby management solutions that can help forecast and schedule employees to demand and streamline your lobby service experience. With staff scheduling, lobby management, and appointment-setting softwares, bank staff can improve branch operations, optimize sales opportunities, and deliver an exceptional service experience to customers.



Key Benefits

- » **AUTOMATE TIME-CONSUMING PROCESSES** to help you control PTO, leave, and overtime costs
- » **INCREASE OPERATIONAL EFFICIENCIES** with accurate budgeting, forecasting, and scheduling that allow you to utilize your employees most effectively
- » **INCREASE EMPLOYEE AND CUSTOMER SATISFACTION** by putting the right people with the right skills in the right place at the right time
- » **PROVIDE TIME SAVINGS AND CONVENIENCE** by allowing customers to schedule branch appointments
- » **MINIMIZE WORKFORCE COMPLIANCE RISK** by automatically enforcing adherence to federal, state, and industry regulations and corporate policies
- » **IMPROVE CUSTOMER LOYALTY** by providing streamlined lobby sign-ins via computer, tablet, or kiosk — better capturing vital service data

Are you doing enough to ensure that your customers are satisfied?

Banks are falling behind on key branch personnel attributes.²

Customer Satisfaction Gap on Bank Branch Personnel Measures

Attributes	Importance	Satisfaction
Enough branch personnel to assist	63%	61%
Short wait times at teller lines	61%	59%
Competent personnel	75%	69%

¹ J.D. Power, *Big Banks Show Significant Gains in Customer Satisfaction as Midsize Banks Decline and Regionals Plateau*, J.D. Power U.S. Retail Banking Study Finds (April 23, 2016), found at <http://www.jdpower.com/press-releases/2016-us-retail-banking-satisfaction-study>.

² Kurt Salmon, *Reinventing U.S. Retail Banking: Keys to Creating the Omnichannel Bank Branch Experience*, Kurt Salmon/Phoenix Marketing International (May 2015), at 6.



Delivering a quality customer experience

When there's fiscal pressure, the first reaction is often to cut staff wherever possible. But the net result can be negative on customer experience — longer wait times, employees who lack the skills needed to address concerns, or missed opportunities to offer new products or services that might meet customer needs. Employee scheduling, lobby management, and appointment solutions from Kronos save time for managers and account holders and help you put the right staff in the right place to deliver exceptional customer service.

Build and retain an engaged and effective workforce

Happy, satisfied employees inspired to go the extra mile for customers are the cornerstone of today's new branch model. Kronos for Banking increases worker satisfaction through flexible scheduling and convenient self-service tools designed to empower and engage. Employees can view accrual balances, request time off, update their availability, and more via web, mobile device, or time clock — freeing managers to focus on value-added activities that increase sales and customer retention.

What would it mean for sales and service if you could consistently hire best-fit candidates and improve the performance of existing employees by even just 5 or 10 percent? Kronos for Banking enables you to identify patterns in the behaviors, skills, and competencies of top performers and use that information to optimize hiring and employee development practices. Better understand the ideal job candidate profile to improve hiring decisions. Determine gaps and take steps to help platform employees achieve their personal best. And put valuable insights to work for building a high-performance workforce that delivers results.



Minimize compliance risk and avoid penalties

Kronos for Banking helps you minimize risk associated with noncompliance. Accurate, automated tracking of hours worked and leave taken provides a full audit trail as well as visibility into planned and unplanned absences — and how much they're costing you. Kronos for Banking facilitates compliance with the Fair Labor Standards Act, the Family and Medical Leave Act, and the Affordable Care Act as well as legislative, licensing, certification, and regulatory requirements.

Transform your workforce into a competitive advantage

Don't miss out on a significant opportunity to improve employee engagement and retention, increase operational efficiency, boost profit margins, and deliver a quality customer experience. Let Kronos for Banking help you manage your greatest advantage — your workforce — for a stronger competitive edge in today's challenging banking industry. **Kronos: Workforce Innovation That Works™.**

Put Kronos for Banking to work for you:
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Workforce Innovation
That Works™

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