



University of Wisconsin-Madison

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"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"

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Project Report

Mobile Services Delivery Strategy in the Credit Union/Financial Services Industry

Project Sponsor

CUNA Mutual Group

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Executive Summary

CUNA Mutual provides banking, insurance, and financial services to Credit Unions across the country. CUNA Mutual is interested in enhancing its on-line customer self-service capabilities across their insurance product line. Our University of Wisconsin team was asked to assess their current customer self-service offerings compared to some of the other leading insurance companies in the country. CUNA Mutual is also interested in exploring the possibility of transferring these customer self service offering into the mobile space. We have been asked to also study the primary security and usability challenges that they would need to consider when transferring these services to a mobile device. Serving customers more effectively over the internet can potentially lead to an increased competitive advantage through improved customer service and cost savings in a reduction of call and e-mail burden to CUNA Mutual's customer support centers.

Based on the information compiled and analyzed through our research, here are some of our findings and recommendations that can help improve the customer self-service experience and lead to greater customer website usage :

- Promoting a back-end system is part of every major insurers front-page information
- Ease of use is an important factor in attracting a younger demographic
- Consider implementing a single log-in system across the entire range of product offerings
- The insurance landing page should have a log-in box and talk about on-line services that are offered

Some of the Mobile Usability, Technology and Security considerations are:

- Address security and privacy concerns of users to drive up adoption, especially since over a third of potential mobile banking users are concerned about security and privacy.
- Since mobile banking adoption and usage varies immensely by different user segments, targeted marketing is required to drive all sections of the customer base to adopt the mobile banking or online self-service solutions
- Emerging economies will be a lucrative market for mobile insurance applications, especially since these countries have adopted mobile technology only recently, and hence have the latest infrastructure to support mobile commerce.
- Use layout and design templates specific for rendering on a wide variety of mobile devices, favoring a top down website navigation over a horizontal navigation for traditional websites.
- Consider target demographic, type of application and any pre-existing requirements when developing your mobile strategy.
- For mobile web applications, follow the Best Practice Guidelines published by the W3C's Mobile Web Best Practices Group. Consider the additional recommendations laid out in the DotMobi Top Level Domain Mobile Web Guidelines.
- Consider multiple technology platforms so as to reach more users.
- Incorporate security into the Software Development Lifecycle.
- Do not rely simply on technology tools to ensure information security. Complement these with a strong security policy, and make it a priority to educate consumers on information security, secure use of mobile devices, etc.

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Thank you,

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