

ONLINE COMMUNITIES ACROSS FINANCIAL SERVICES



AMERICAN EXPRESS OPEN FORUM

BANK OF AMERICA SMALL BUSINESS COMMUNITY

TIAA-CREF COMMUNITIES

APRIL 2014



ABOUT CORPORATE INSIGHT

Corporate Insight provides competitive intelligence and user experience research for the nation's leading financial institutions. For over 20 years, the firm has tracked technological developments in the financial services industry, identifying best practices in online banking and investing, online insurance, mobile finance, active trading platforms, social media and other emerging areas. There are no assumptions in Corporate Insight's work – we use live accounts at all of the firms we research, providing our clients with unparalleled, unbiased intelligence on the competition.

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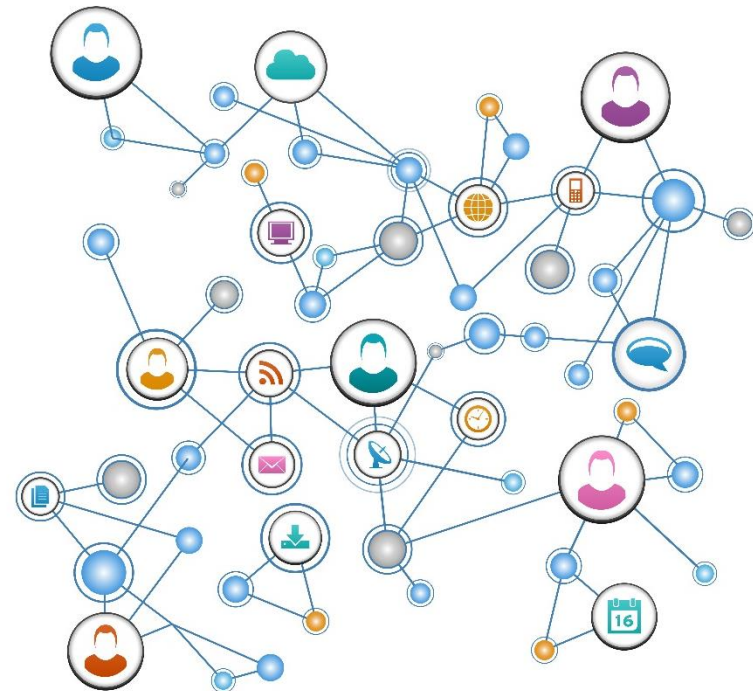
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INTRODUCTION

Online communities provide an innovative way for both current and prospective clients to receive advice and share their own knowledge. American Express and Bank of America offer forums aimed at small business professionals, while TIAA-CREF recently introduced a revamped site with two sections providing retirement and financial planning advice for women.

This slide deck examines the design and capabilities offered by each firm's online community, with a focus on noteworthy site features. We also provide tips for financial services firms looking to improve their online communities.



ONLINE COMMUNITIES

AMERICAN EXPRESS OPEN FORUM

American Express OPEN Forum



Key Facts

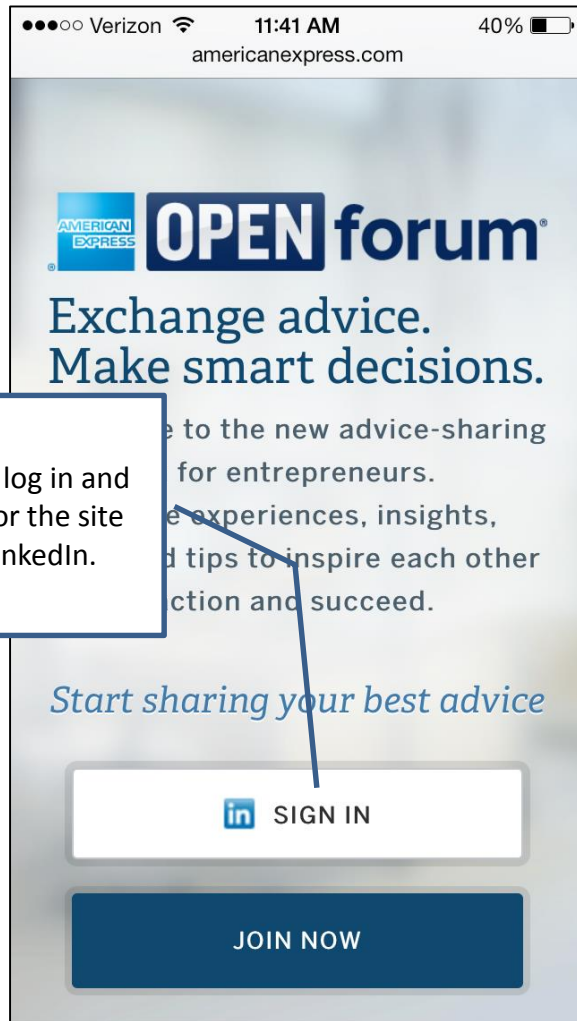
- The online forum is aimed at providing advice to and from small business professionals.
- Users do not have to be American Express clients to register for access.
 - Registered users can ask questions and receive answers from other users.
- A wide array of interactive and multimedia content is provided, including videos and articles.
- All content is publicly viewable and registration is open to the public.

Strengths

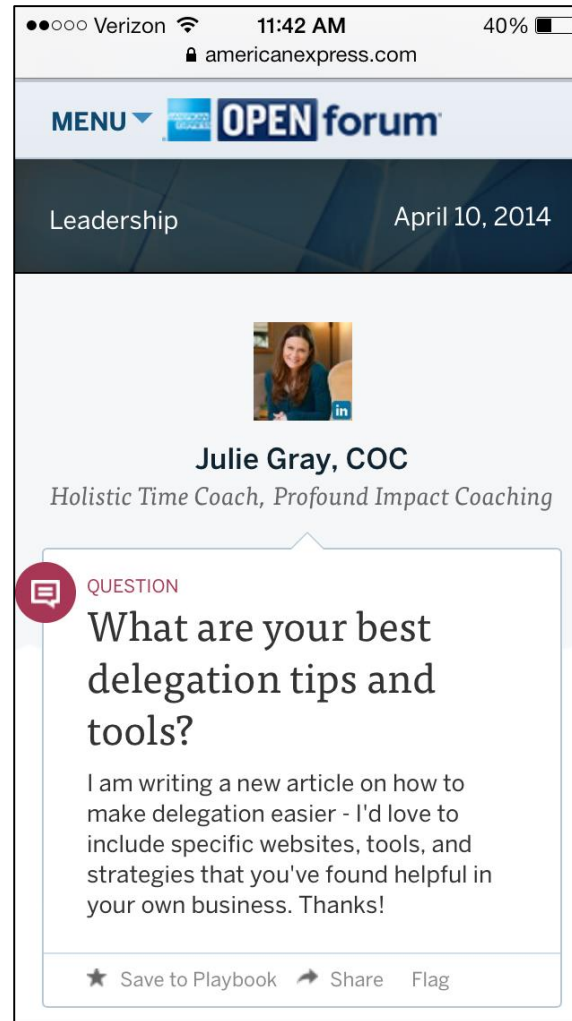
- Responsive design allows for full site use on any mobile or tablet device.
- A wide array of advice and information is provided.
 - The site allows users to select up to five main topics – Customers, Leadership, Marketing, Money and Technology – and corresponding sub-topics.
- LinkedIn site integration is offered.

Responsive Design

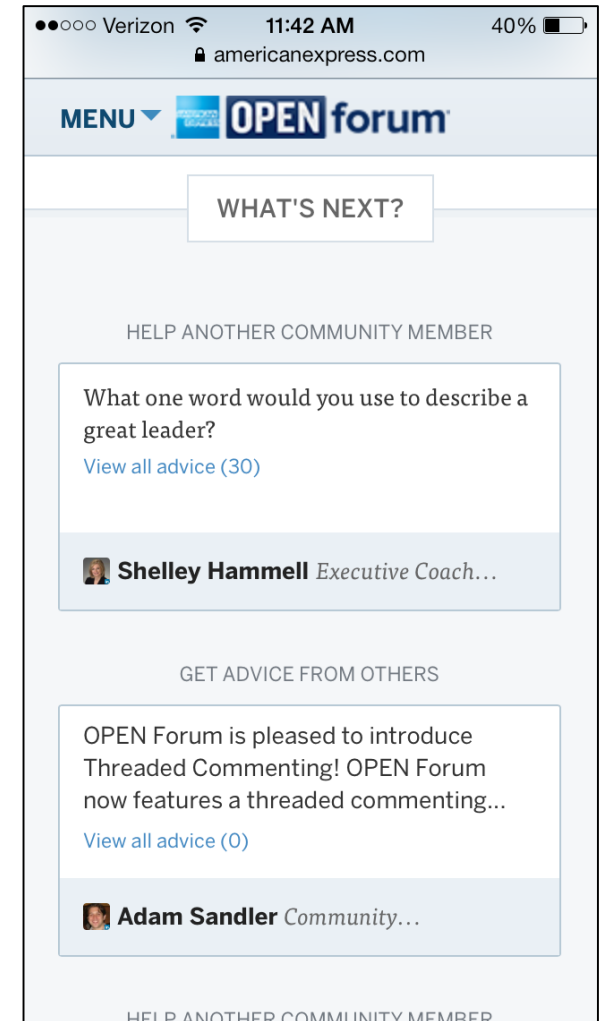
OPEN Forum features a modern responsive design that can be viewed on a mobile or tablet device.



Mobile Login Screen



Mobile Homepage Image

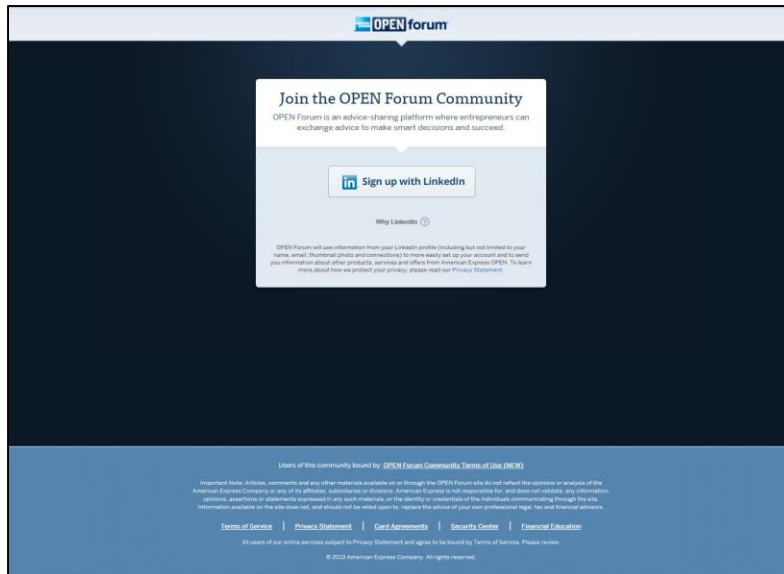


Mobile Homepage Image

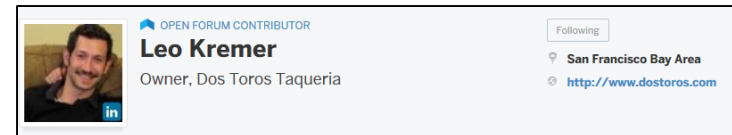
Users can log in and register for the site using LinkedIn.

LinkedIn Site Integration

- OPEN Forum provides seamless registration and login through users' LinkedIn accounts.
- The OPEN Forum site profile displays the picture and job title from a LinkedIn profile.
- LinkedIn integration facilitates networking and advice capabilities.



Registration Page



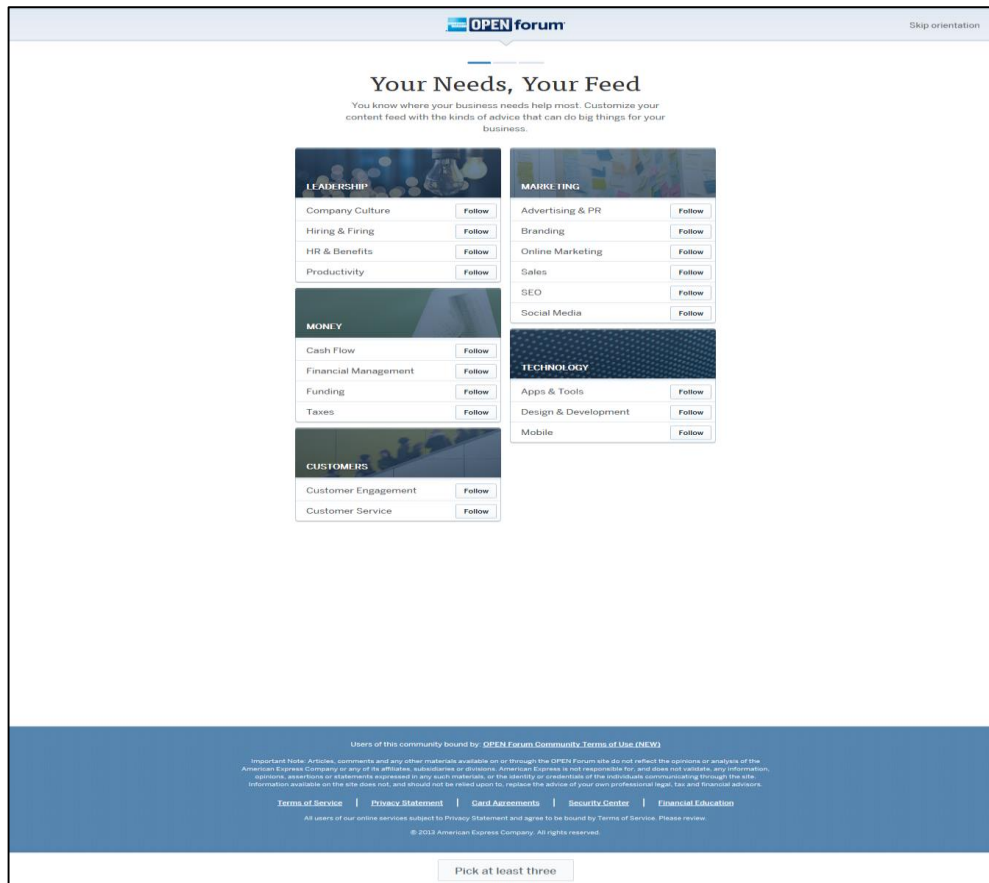
LinkedIn Information on Profile Page

Profile Settings Flyout

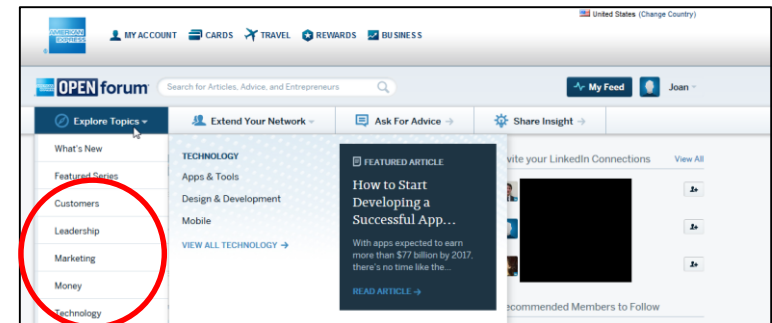
A flyout informs users that profile information comes from LinkedIn.

Customizable Content Feed

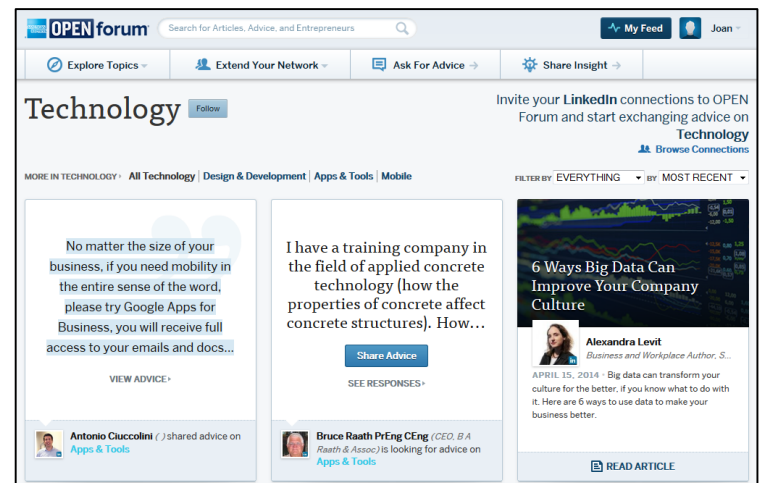
- Users can choose at least three categories of content to follow.
 - The option to customize the site view appears immediately after registering.
 - Topics then appear in the Explore Topics main dropdown menu.
 - Topics can be changed at any time.



Customizable Content Feed



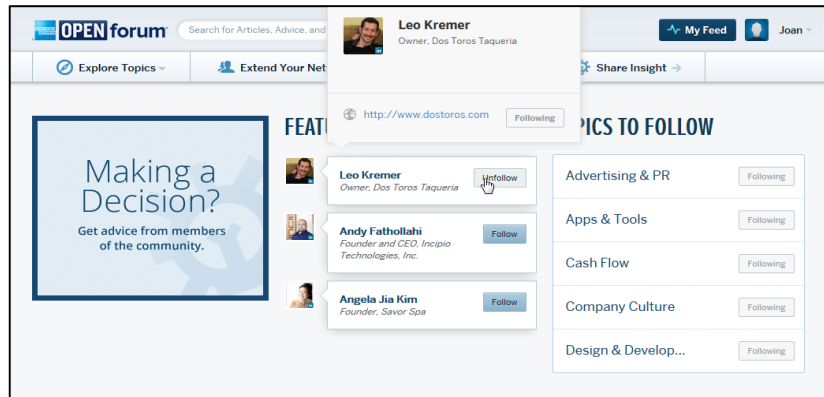
Explore Topics Main Navigation Flyout Tab



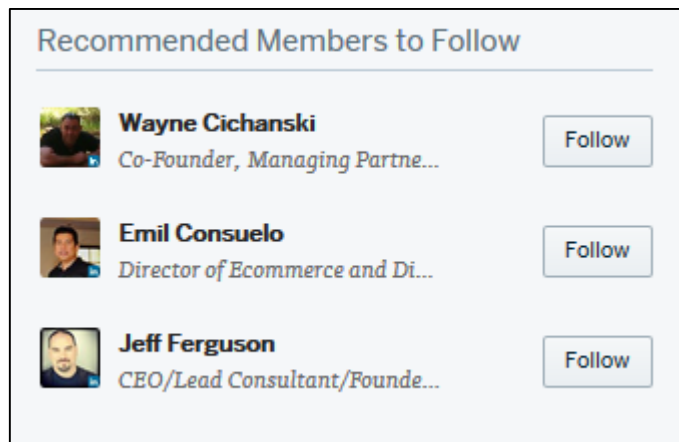
Technology Topic Section

Community Building

The site provides a suggested list of users to follow whose information is relevant or interesting.

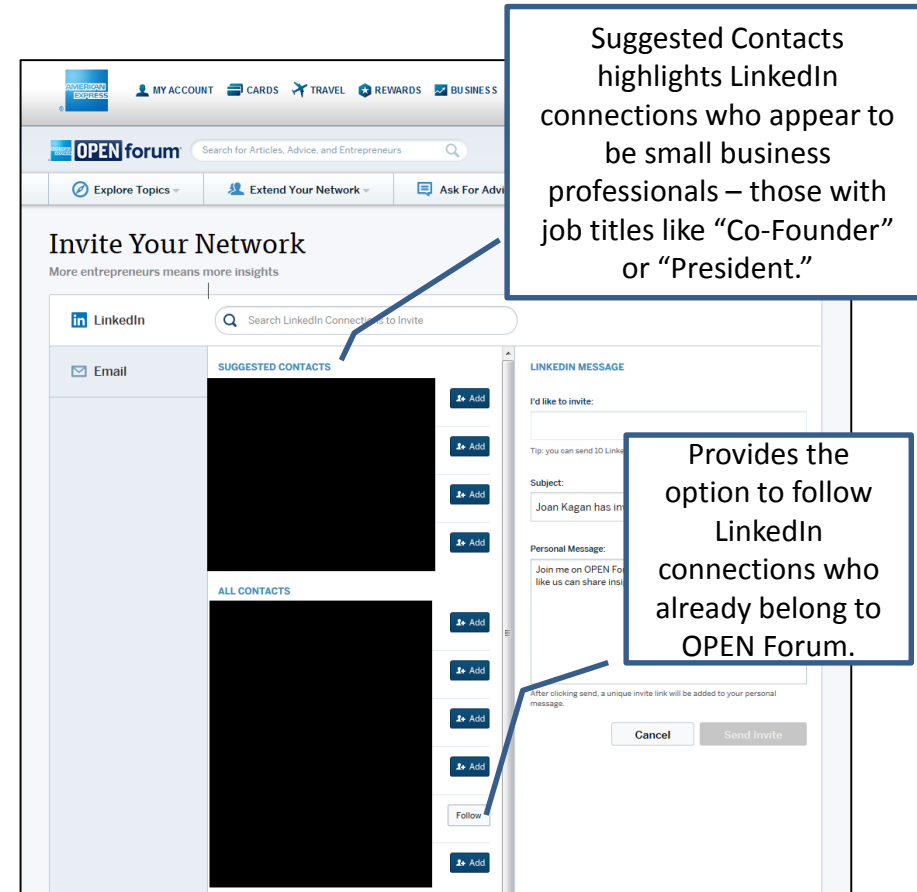


Featured Members on Bottom of Homepage



Recommended Members to Follow Sidebar

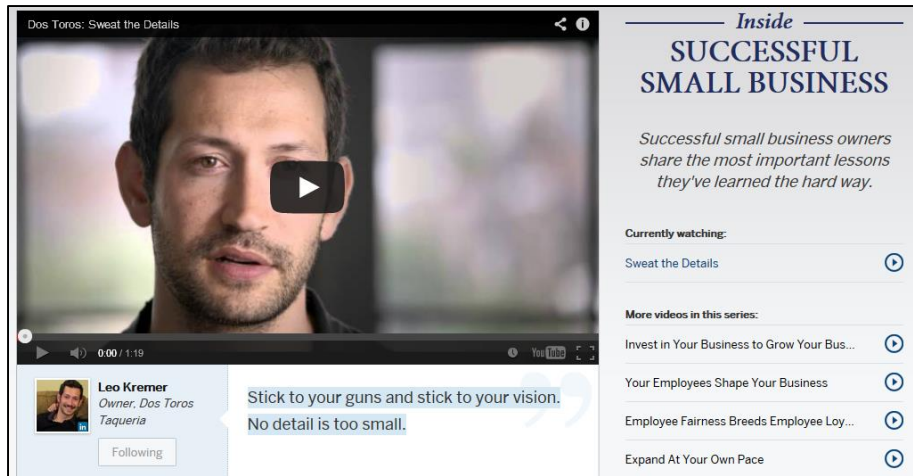
Users are encouraged to invite LinkedIn connections to join the site.



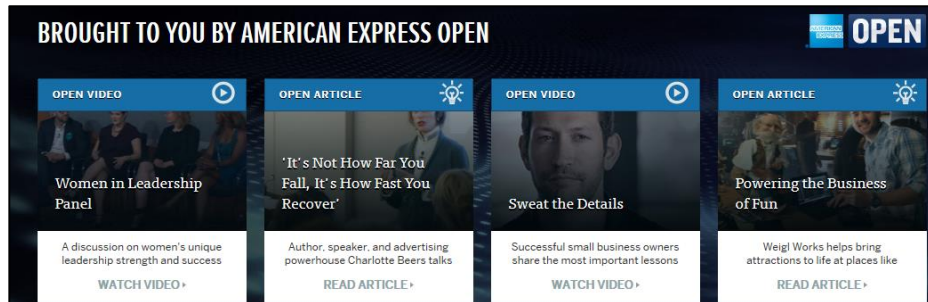
Invite Your Network Page

Video Content

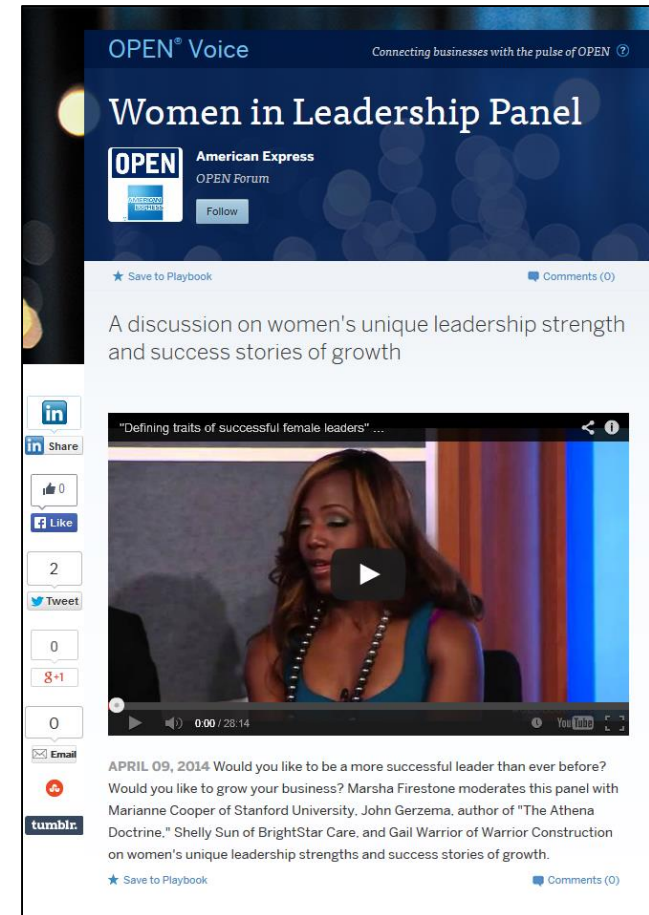
The site includes videos on relevant content, including recorded panel discussions and lessons from small business owners.



Inside Successful Small Business Video Series Page



Homepage Section



Women in Leadership Panel Page

Advice Section

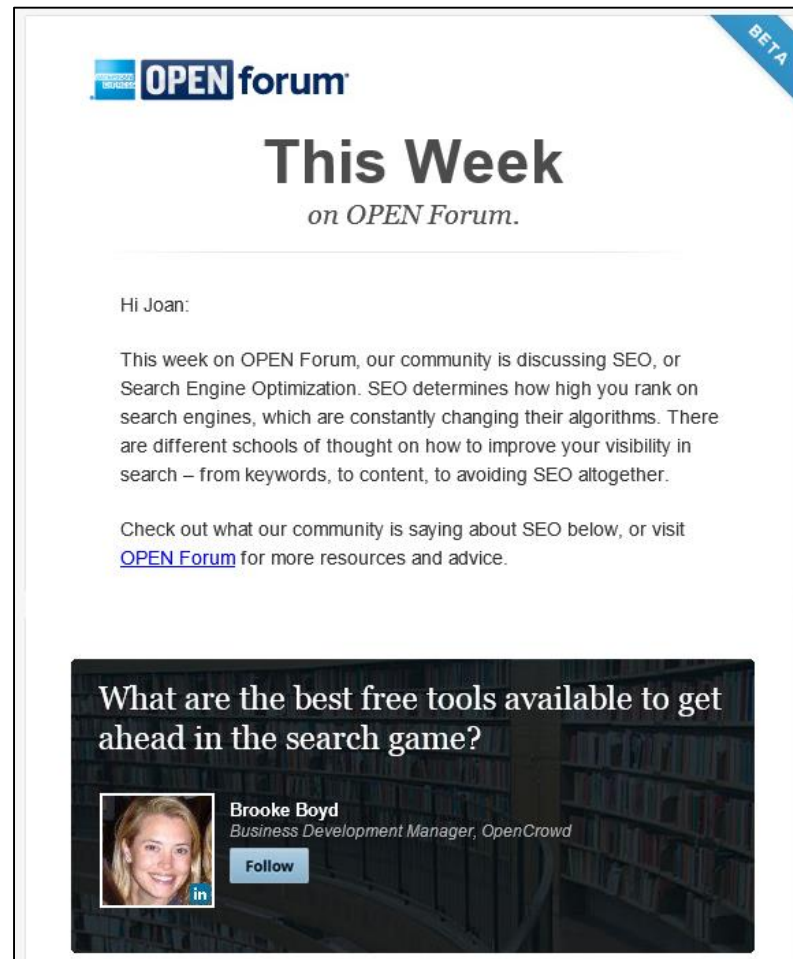
- Users can post questions in the main navigation Ask for Advice section.
 - A flyout box prompts users to ask a question and categorize it by topics like Customers, Leadership, Marketing, Money and Technology, and then by corresponding sub-topics.
 - A Tips for Good Advice button loads a flyout box with tips.

Ask for Advice Flyout

Tips for Good Advice Flyout

Email Newsletter

- A “This Week on OPEN Forum” email alerts users of current forum activity.
 - The email is centered around a specific subject, such as Search Engine Optimization.



This Week on OPEN Forum Email Message (Truncated)

ONLINE COMMUNITIES

BANK OF AMERICA SMALL BUSINESS COMMUNITY

Bank of America Small Business Community



Key Facts

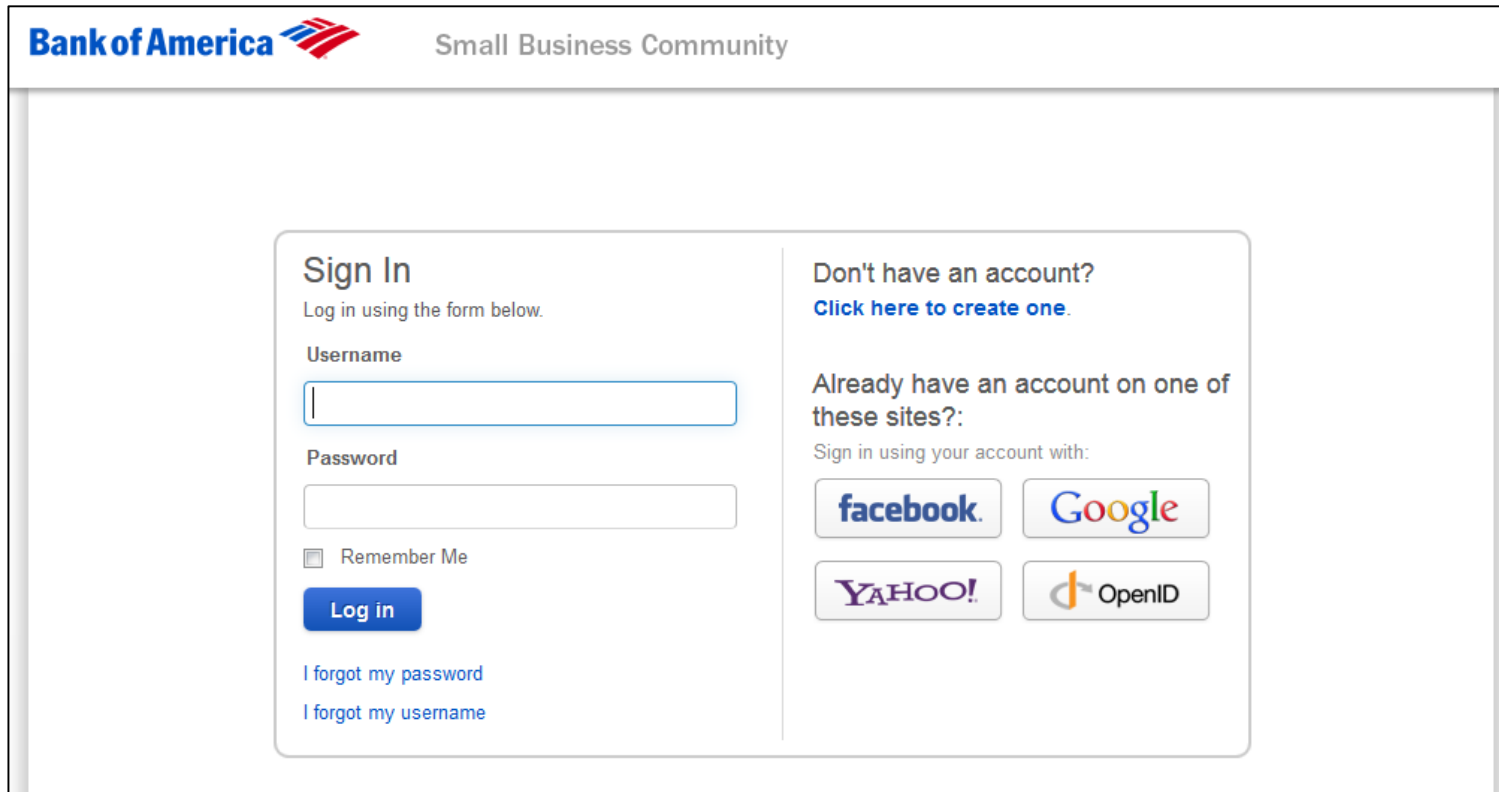
- The online forum is aimed at providing advice to and from small business professionals.
- Users do not have to be Bank of America clients to register for site access.
- The site includes relevant articles featuring stories and advice from other small business professionals.
- Users can share their own business stories, as well as post their own questions and crowdsource advice.

Strengths

- Features a status level system with points that encourages site participation.
- The mobile site allows for on-the-go access.
- Weekly email newsletters keep users informed of current content.

Social Media Integration

- Users can register via their social media accounts.
 - Unlike American Express, however, Bank of America's site does not offer LinkedIn integration.



The image shows a screenshot of the Bank of America Small Business Community sign-in page. The header features the Bank of America logo and the text "Small Business Community". The main content area is divided into two sections. On the left, under the heading "Sign In", there is a prompt to log in using the form below. It includes input fields for "Username" and "Password", a "Remember Me" checkbox, and a blue "Log in" button. Below the button are links for "I forgot my password" and "I forgot my username". On the right, under the heading "Don't have an account?", there is a link to "Click here to create one.". Below this, under the heading "Already have an account on one of these sites?:", there is a prompt to sign in using an account with social media providers. Four buttons are shown: "facebook.", "Google", "YAHOO!", and "OpenID".

Sign In Page

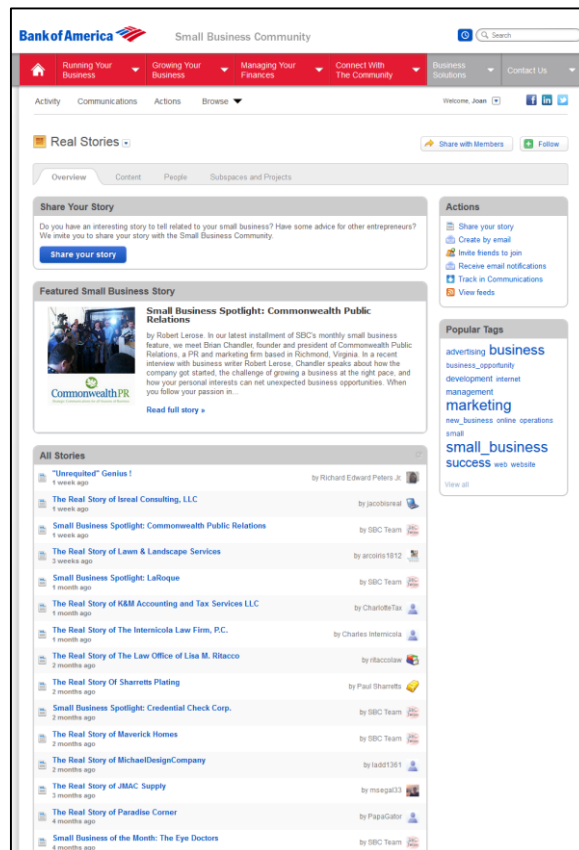
Homepage Highlights New and Popular Topics

- Homepage contains four intra-page tabs with links to posts, articles and stories:
 - What's New
 - Recent Articles
 - Popular Articles
 - Recent Stories

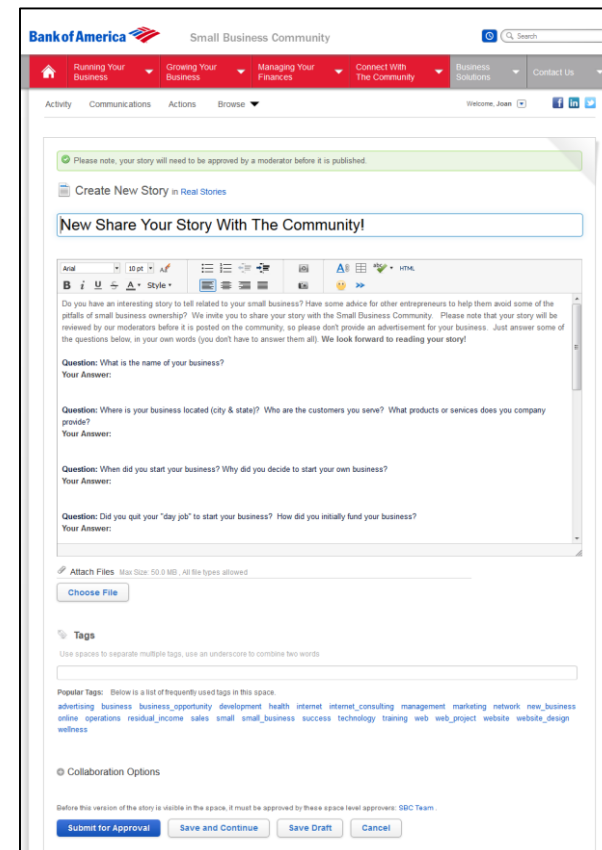
The screenshot displays the Bank of America Small Business Community homepage. At the top, there's a navigation bar with tabs: Running Your Business, Growing Your Business, Managing Your Finances, Connect With The Community, Business Solutions, and Contact Us. Below this is a secondary navigation bar with links: Activity, Communications, Actions, and Browse. The main content area features a large hero image with the text "Celebrating Women Business Owners" and a "Become A Member" button. Below the hero image are sections for "Ask the Community" and "Search the Community". The left sidebar contains four tabs: "What's New >", "Recent Articles >", "Popular Articles >", and "Recent Stories >". The "What's New >" tab is selected, showing a list of recent posts with titles like "Re: How to Promote Tech Blog", "Tips for Clearing Last Year's Inventory", and "Re: Hi I'm a newbie here need advice". The right sidebar includes a section for "App. Snap. Deposit." and "About the Small Business Community". At the bottom, there's a footer with links for Running Your Business, Community Feedback, User Agreement, and Community Guidelines.

Sharing Information

- Users can easily post information, questions and advice.
 - The Share Your Story section is accessible from the Connect With The Community flyout tab and provides users with a platform to discuss their own small business.
 - Posting page provides users with questions and includes options for formatting and tagging.



Share Your Stories Section



Share Your Stories Post Page: Create New Story

Status Level

- Bank of America Small Business Community assigns ranks to users based on points accrued through site activity.
 - TIAA-CREF Communities uses a similar system.

The image displays two user profile pages from the Bank of America Small Business Community. The left profile is for 'Moderator Berta', showing a status level of 'Master (12,821 points)'. The right profile is for 'Joan', showing a status level of 'Newbie (1 points)', which is circled in red. Both profiles include sections for 'Work' and 'Other details'.

Moderator Berta Profile:

- Name:** Moderator Berta
- Title:** SBOC Moderator
- Status Level:** Master (12,821 points)
- Member Since:** Feb 22, 2012
- Last Logged In:** Apr 16, 2014 2:57 PM

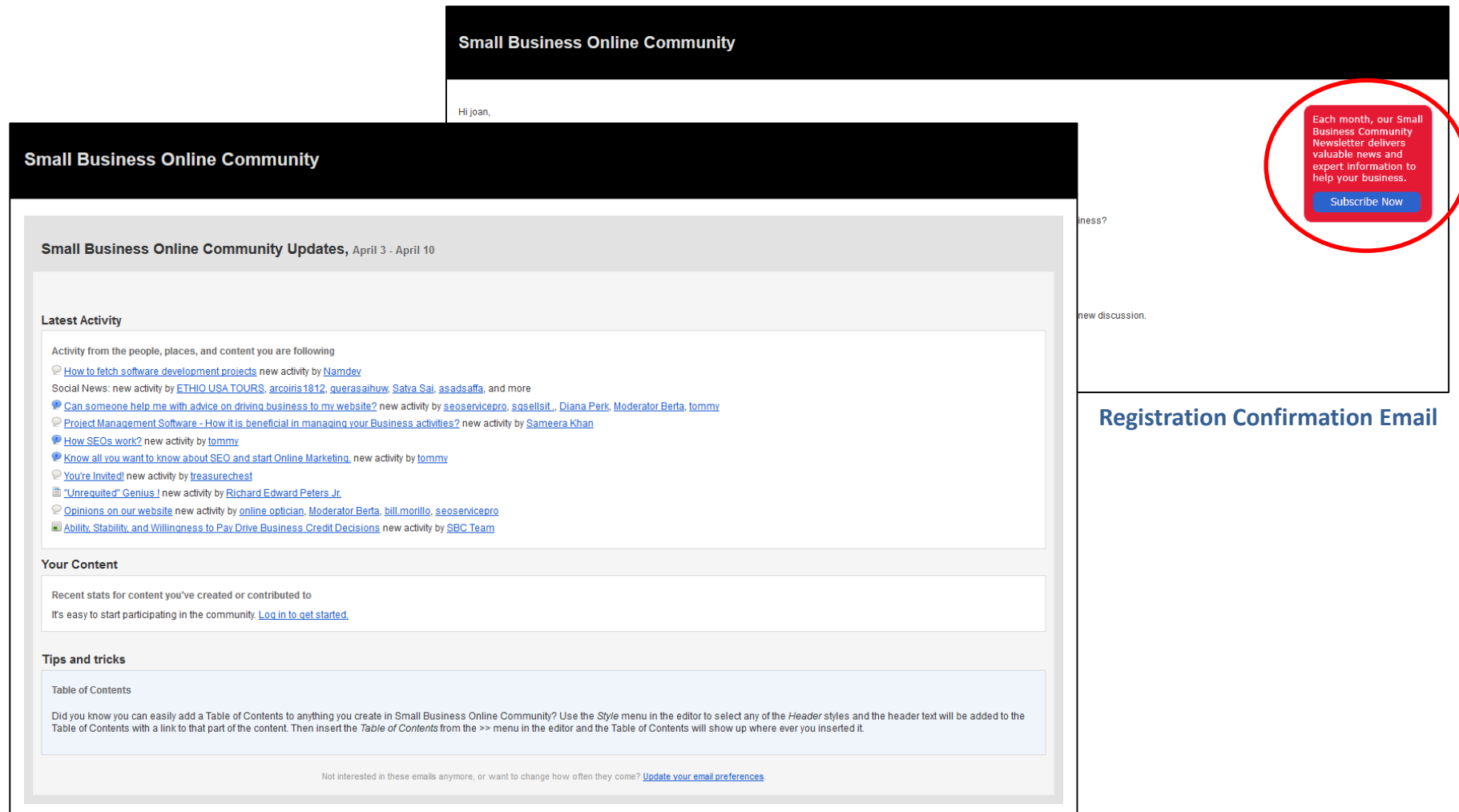
Joan Profile:

- Name:** Joan
- Status Level:** Newbie (1 points)
- Member Since:** Apr 10, 2014
- Last Logged In:** Apr 16, 2014 3:04 PM
- Business Name:** [Redacted]
- Business Type:** [Redacted]
- State:** New York

User Profile Pages with Status Level

Email Newsletters

- A weekly newsletter alerts users to recent community activity.
- A monthly newsletter contains additional news and expert advice.



Weekly Newsletter Email

ONLINE COMMUNITIES

TIAA-CREF COMMUNITIES

TIAA-CREF Communities



Key Facts

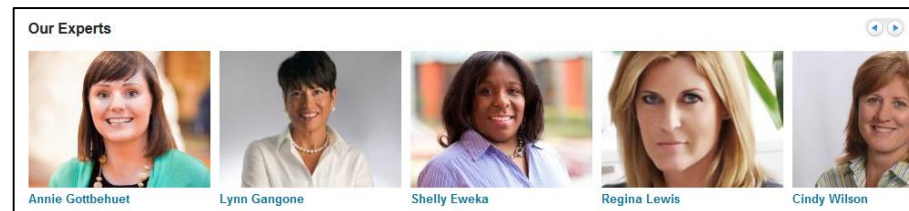
- The site is divided into two sections:
 1. Woman2Woman: Financial Living
 2. MyRetirement
 - ❖ Online forum for people who are 5-10 years from retirement or are currently retired
- Existing clients must provide a Social Security number to register for online access.
- Guests can register for the site by providing their email address and responding to a confirmation email.

Advantages

- Unique in offering a forum and site resources that cater directly to women alongside the retirement planning forum.
- The forum is also available as a mobile site.

Woman2Woman Section Utilizes Expert Knowledge

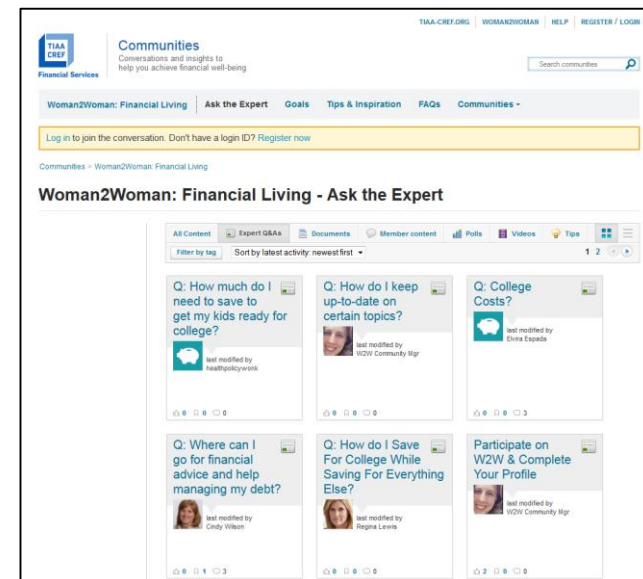
- The Woman2Woman section highlights advice from female financial planning experts throughout the site:
 - The Our Experts section of the homepage leads to profiles.
 - The Tips & Inspiration section includes advice.
 - The Ask the Expert section contains questions and answers.



Our Experts Homepage Section



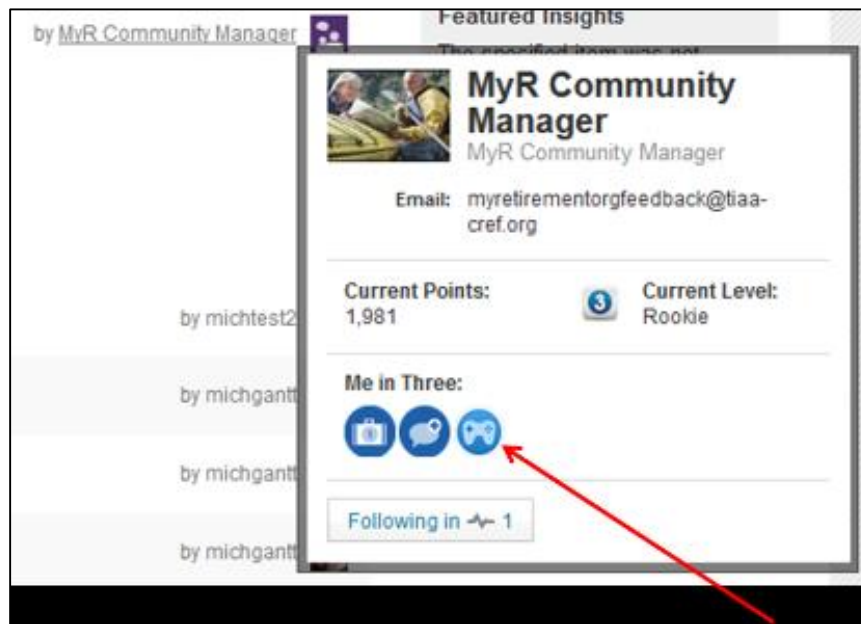
Tips & Inspiration Section



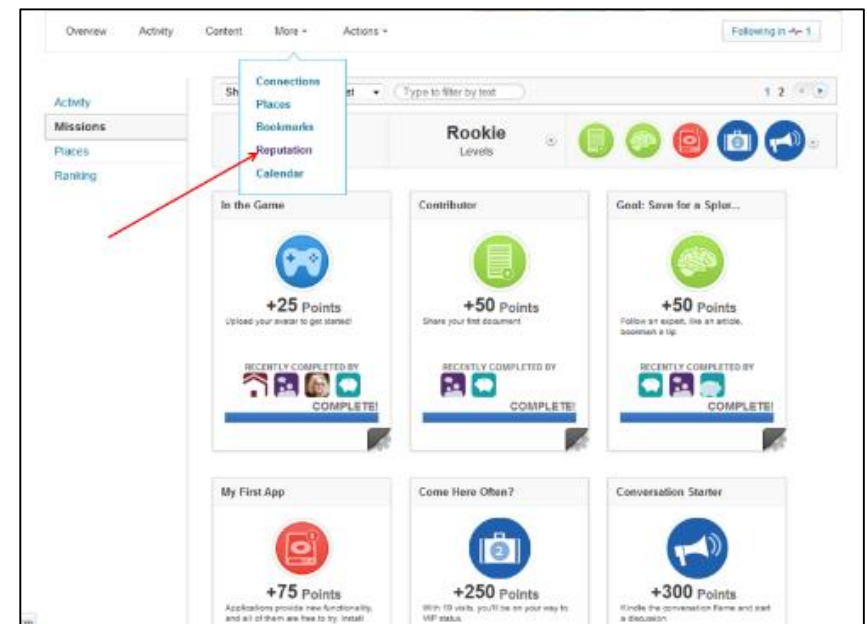
Ask the Expert Section

Rewards and Ranking System

- Users can earn points or badges by completing missions.
 - Missions include completing a profile or participating in site discussions.
- Badges on the profile page illustrate to other site members that missions were completed.
- The Status Level is based on points.
 - The levels show how often a user has contributed.



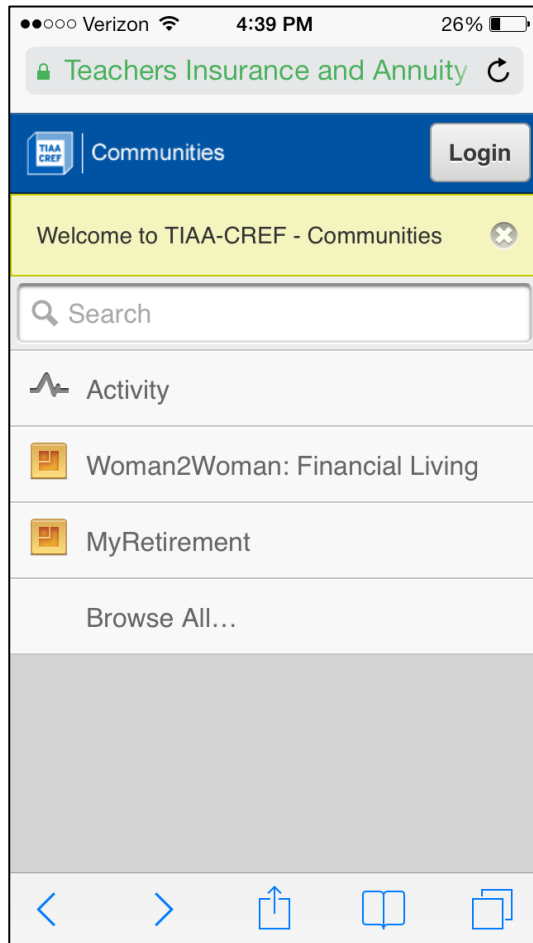
Profile with Badges



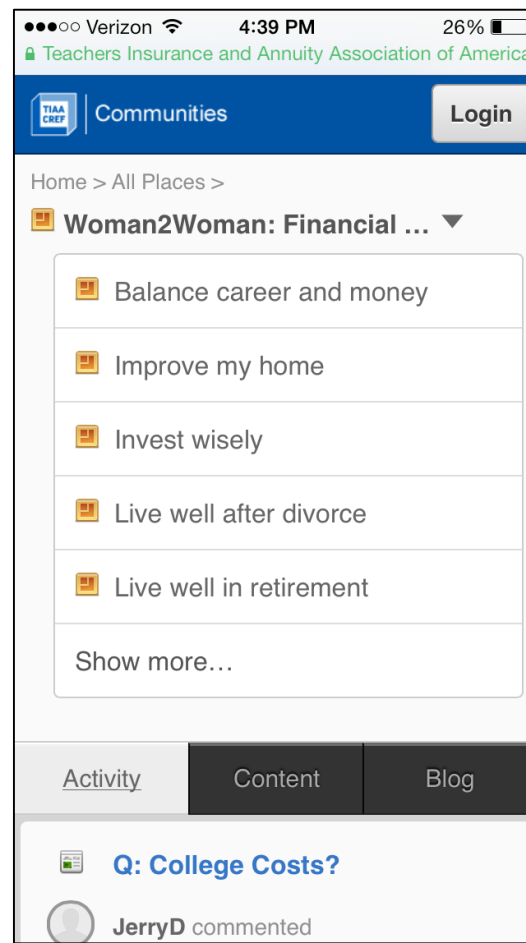
Reputation Center

Mobile Site

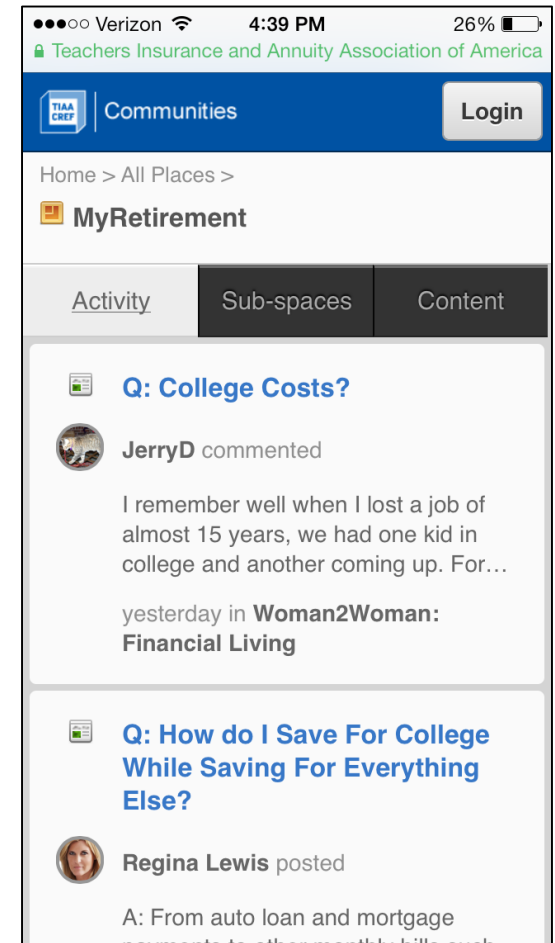
TIAA Communities features a mobile site with a separate design.



Homepage Screen



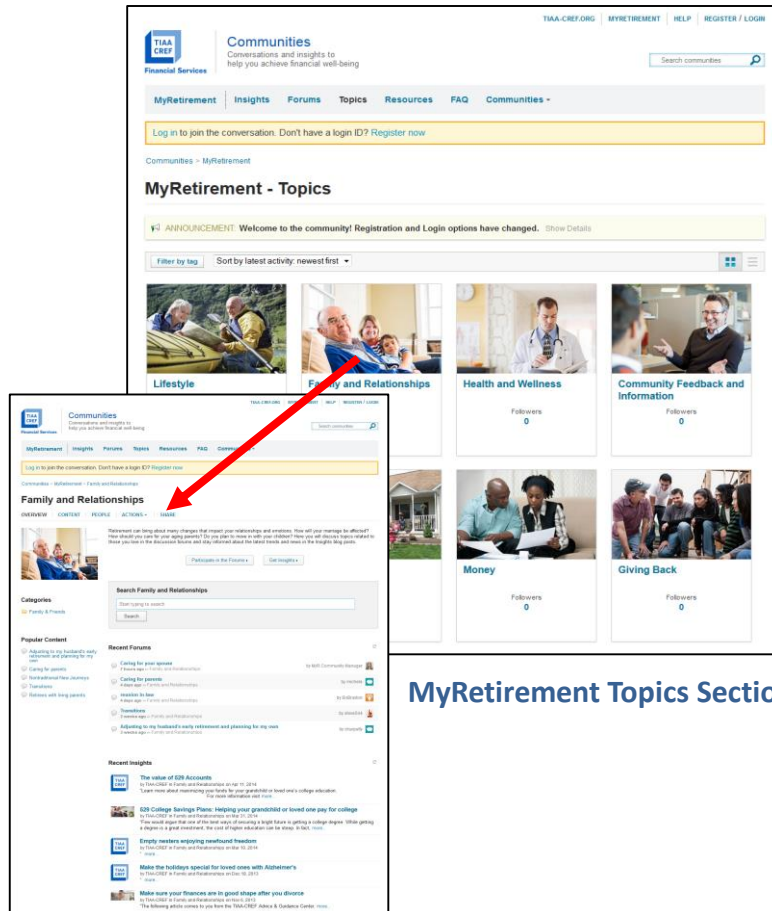
Woman2Woman Section



MyRetirement Section

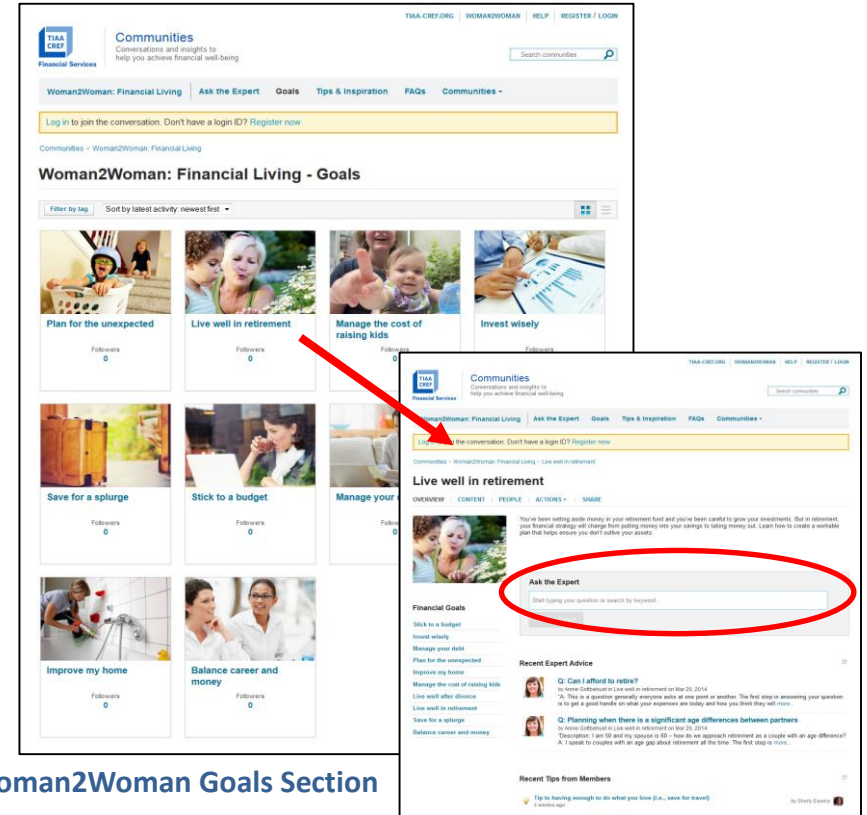
Follow Specific Topics and Goals

- The MyRetirement Topics section includes eight topics specific to retirement needs.
 - A Follow option allows users to keep track of information shared within a topic.
- The Woman2Woman Goals section includes ten financial planning goals.
- The Goal pages include advice and a box where users can submit questions for financial planning experts.



MyRetirement Topics Section

Family and Relationships Sub-Section



Woman2Woman Goals Section

Live Well in Retirement Goal Sub-Section

THREE TIPS FOR FINANCIAL SERVICES FIRMS

#1 Provide Specialized Content

These three communities provide specialized content. In addition to the forums, the firms offer multimedia and interactive content related to small businesses or financial planning and retirement. The addition of videos, articles and interviews provides valuable information for users while creating a platform for discussion and engagement.

#2 Online Communities Should Be Mobile-Friendly

The responsive design offered by American Express is an important capability, as users are able to easily access all site information from any mobile or tablet device. Although TIAA-CREF does offer a mobile site, it does not have the same layout as its public site and is more difficult to navigate.

#3 Offer Incentives for User Engagement

Incentivizing user engagement and creating opportunities for professional networking can help encourage community activity. The ranking systems featured in the Bank of America and TIAA-CREF communities encourage users to share information by giving them points; ranking systems spur participation. Although American Express does not award points, the site's LinkedIn integration encourages professional networking throughout.

CORPORATE INSIGHT THOUGHT LEADERSHIP



[The Millennial Shift: Financial Services and the Digital Generation](#)

This study will help financial services marketers, product managers and strategists to better understand Millennials and identify effective tactics for serving this demographic. The study preview contains six pages of excerpts focusing on: Millennial mobile and digital usage trends, importance of education as a tool for connecting with young investors, and best practice examples from two financial services firms that are effectively connecting with Millennials.



[The Complete Bitcoin User Experience: Mining, Exchanges, Wallets and Beyond](#)

This study provides a detailed analysis of how Bitcoins are created, traded and stored. The study includes reviews of the top websites and online services driving the Bitcoin marketplace including Slush's Pool, Blockchain.info and Coinbase among others.



[2014 Mobile Finance Trends and Innovations](#)

This study draws on our ongoing tracking of the industry as well as relevant developments outside of the financial services space. This study includes commentary on mobile developments, key takeaways for financial services firms and thoughts on what's next for mobile finance.



[Senior Citizens & Mobile Finance: Design & Support Solutions to Empower the Senior Set](#)

Using CI's user-testing expertise and ongoing mobile finance research, this slide deck highlights specific areas where seniors may struggle with financial services apps and offers design and support solutions that will give this valuable audience the comfort and confidence to engage in mobile finance.



[Optimizing the Online & Mobile Experience for Retirement Plan Participants](#)

This slide deck features industry best practices and includes five recommendations for DC plan providers looking to improve their Web and mobile offerings.

