

SDR Training for LexAlign

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Empowering Frontline Fraud Defense

One of the **greatest risks** to financial institutions comes from **50,000,000** business locations

Agenda

- Buyer Personas
- Key Messages
- Open-Ended Questions
- Common Prospect Questions
- Objection Handling
- Discovery Information
- Resources

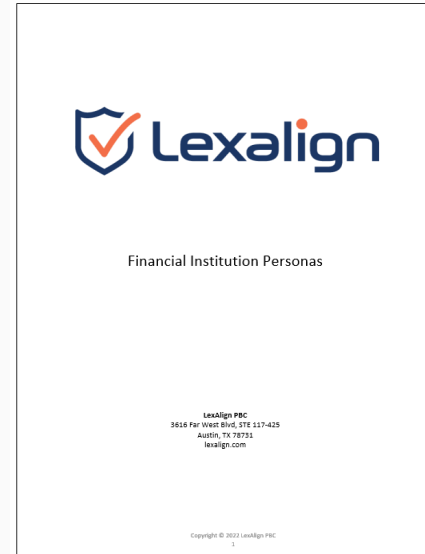
Buyer Personas

Treasury Management Buyers

- Vice President of Treasury
- Treasurer
- Assistant Treasurer
- Director of Treasury
- Director of Treasury and Finance

Financial Institution KDMs

- President/CEO
- CFO/Controller
- Chief Risk Officer
- Vice President of Treasury



Read the Personas doc for a day in the life stories.

Buyer Personas

Treasury Management Buyers

Pain (Most Important)

Time-consuming and costly manual process for customer compliance audits

Fear

Of almost unavoidable loss, lost opportunity, and negative audit/exam reviews

Pressure

From management to reduce back office efficiency ratios

Buyer Personas

Financial Institution KDMs

Pain

Lost revenue from fraud and customer mistakes

Fear

Of almost unavoidable loss, lost opportunity, and negative audit/exam reviews

Pressure (Most Important)

From management and Board of Directors to reduce back office efficiency ratios (improve margins)

Key Messages – Their Problem

- Today, highly trained, and hard-to-hire Treasury staff spend a huge amount of time on arduous and non-scalable manual processes used to manage the substantial risk of costly fraud and customer mistakes associated with Treasury products and services like Remote Deposit Capture (RDC).
- The current manual and time-consuming customer compliance process is ineffective as losses from fraud and customer mistakes continue to rise.

Key Messages – Our Solution

- The LexAlign solution automates customer compliance and security audits, education, and support, allowing FI staff to focus on growth, not compliance.
- LexAlign empowers FIs and their customers to manage compliance risk in a proactive, targeted, scalable, efficient, routine, and ultimately effective way.
- With LexAlign, FIs maximize customer compliance monitoring and support, minimize the time spent on it, and improve the customer experience.

Key Messages – The Result

The LexAlign solution dramatically improves the operational efficiency of managing Treasury Activities:

- No more manual client questionnaires to distribute and collect
- No more time-consuming data entry
- No more spreadsheets to update
- No more reports to create
- No more taking time away from building customer relationships

Open-Ended Questions

- How are you managing the pressure to reduce the labor burden of auditing and achieving customer compliance for treasury services like RDC?
- Many of our clients tell us they are doing all they can to manage customer compliance, and yet losses from fraud and customer mistakes continue. What are you doing to manage customer compliance for treasury services like RDC?
- Many of our clients have initiatives to improve back office efficiency ratios this year, can you tell me what yours are focused on?

Open-Ended Questions

- If you could reduce the time spent on customer compliance audits from hours to minutes, how would that help you and your organization?
- If you could empower your customers with a self-audit and tailored information on where they have gaps and how to remedy those gaps, how would that help you and your organization?

Other Questions

- Do you know what percentage of your customers follow best practices and regulator insights?
- Do you know how many of your customers might be inactive because they have RDC scanner issues?

Most FIs we've talked to haven't been able to answer these questions because they don't have visibility. With the LexAlign solution, they get this visibility.

Common Prospect Questions

- Is the solution on-prem or cloud based? It is cloud-based.
- Can we use single sign-on? Today, it is a separate application.
- How has the adoption been with customers? Over the standard six-week automated notification period we've seen clients achieve around an 80% assessment completion rate without any manual effort.
- How much does it cost? I'm not the right person to answer that but when you meet with your product sales consultant, they can answer that for you.

Common Prospect Questions

- Where do the questions come from? The questions are all derived from regulatory exam manuals and guidance. They reflect regulator expectations and are more comprehensive than any other existing solution.
- How onerous is this for customers? The LexAlign solution is a much better experience for customers, they see immediate benefits as opposed to the alternative approaches. The LexAlign solution empowers customers to recognize and manage their risks.

Objection Handling

We are already doing everything we can to manage the risk of fraud.

We hear that over and over; our new solution enables you to better manage the risk with far less effort.

Are you managing the risk by emailing questionnaires to your customers and manually compiling the results for those that return the questionnaire? Most organizations do this and yet the loss from fraud and customer mistakes continue to rise. If the whole process could be automated, reducing the time your staff spends on each customer from hours to minutes, would that be of interest?

Objection Handling

We don't have time to look at this.

Your staff's time is probably spent managing an ineffective manual process, would you see benefit in reducing the time they spend on each customer from hours to minutes so they can focus on growing the business?

Objection Handling

We have people that take care of this.

Wouldn't you rather they spend the hours per customer on growing the business rather than managing risk?

Our solution automates the entire customer compliance audit process and provides you with visibility into customer audit status and risk factors. If you could reduce the time your people spend managing treasury customers by up to 90 percent, allowing them to spend time growing the business, would that be of interest?

Objection Handling

We aren't experiencing losses from Treasury products.

That's great, wouldn't you want to increase revenue by more efficiently managing the customer compliance requirement?

Our solution identifies customers whose inactivity is related to unresolved risks like device issues. It also frees up your staff's time to focus on sales, not compliance.

Objection Handling

We use BAM+ from Abrigo, isn't that the same thing?

BAM+ is a fraud **detection** solution. BAM+ focuses on transaction monitoring on the FI side, LexAlign is different, LexAlign is a compliance and fraud **prevention** solution.

Even with fraud detection solutions, our clients are still seeing big losses from fraud and customer mistakes. That's why we're excited to bring you the LexAlign solution.

Let's schedule a meeting to show you how it works.

Objection Handling

We use Abrigo Due Diligence Manager, isn't that the same thing?

Abrigo Due Diligence Manager **primarily** focuses on streamlining the customer onboarding process. It can also make the one-size-fits-all audit questionnaires web-based instead of emailing them and replaces a small part of the manual process.

LexAlign is a next-generation solution that transforms the compliance assessment and management process and automates it completely. The LexAlign solution empowers customers to manage their risk.

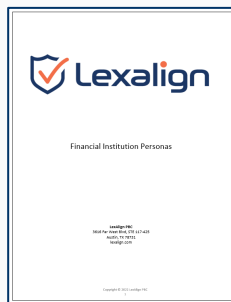
Discovery Information

Information that will help the PSC when they do the demo:

- Is there anyone else that should be invited to the web meeting? [capture names, titles, and email addresses]
- Can you tell me if you are the one that makes decisions about solutions that can help manage treasury customer compliance, or is that done by others? [if others, capture who they are]
- Have you been actively looking for a solution to reduce the labor burden of managing treasury compliance?
- How many treasury customers do you have in total? How many using RDC?

Resources

- Explainer Video: <https://youtu.be/7nARQnu-JpA>
- Document: Financial Institution Personas
- Document: RDC Risk Management (client facing doc)
- Document: Risk Management for Treasury Products and Services (client facing doc)
- Document: LexAlign Risk Management for Treasury Products and Services Battlecard



Resources

- Bob Turner, FIS Community Core Alliance Manager, robert.turner@fisglobal.com
- Trevor Lain, LexAlign CEO, trevor@lexalign.com
- Michael Cohen, LexAlign Marketing, mcohen@lexalign.com

Questions?

