



RBC Royal Bank®

Using Technology to Support Financial Education

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May 2001

Advice you can bank on™



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Financial Services and Financial Literacy



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- There is a distinct need for improved financial literacy. This need spans age, ethnicity, gender, region, income, wealth and most any other segment you can imagine.
- Whether it is:
 - the university student just starting out
 - the family new to Canada not familiar with the Canadian financial services industry
 - a husband and wife preparing for retirement

technology can make it easier for Bank's to communicate and educate.





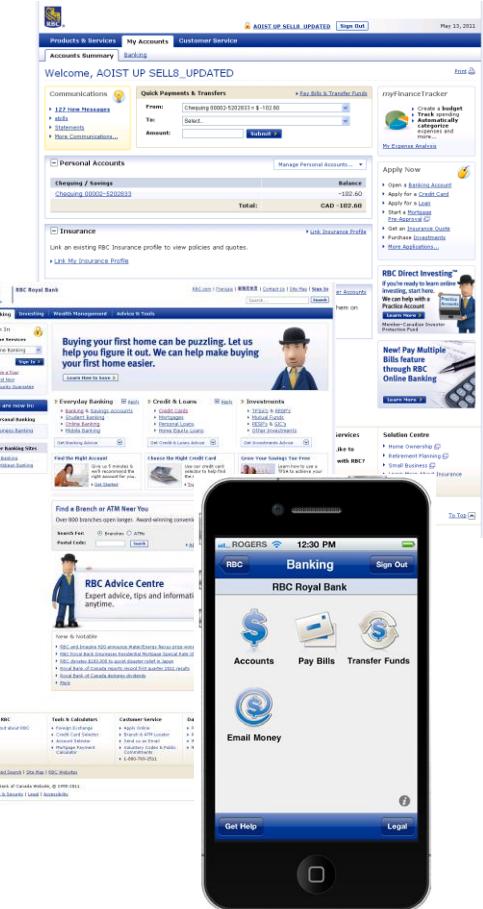
- The key to building a successful literacy program is understanding the audience, offering unbiased knowledge that is appropriate to the customer and in a way that is aligned to their needs.
- Banks have an opportunity to use technology to create compelling experiences that support financial literacy and provide value added services to our customers. Some examples of financial education through technology at RBC are:
 - Advice Centre
 - myFinanceTracker
 - Surface

Online and Mobile – The Foundation



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- The online and mobile channels offer Banks a unique way of connecting with customers when and where they want to. Providing customers with an easy way to access information is foundational component of literacy using the digital channels..
- RBC has been a leader in the digital space since the launch of our first web site in 1995, followed by our online banking offering in 1996.
- These online properties provide users and customers access to tools and information. Extending access to information from the traditional Bank network to the consumer.
- The recent changes in Mobile adoption in Canada have further allowed customers easier and more frequent access to information.⁴



RBC Advice Centre



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- Online destination about financial services.
- Videos, articles, client stories, tools and calculators on various topics:
 - Borrowing with Confidence
 - Getting more from everyday Banking
 - Protecting What is Important
 - Saving and Investing
 - Taking Care of My Business
- Presented in plain, easy to understand language
 - Real employees and customers
 - Articles supported by links to related information and tools

The screenshot displays the RBC Advice Centre website. At the top, there's a navigation bar with links to RBC.com, Français, Contact Us, Site Map, and Sign In. Below the navigation is a search bar. The main header reads "Welcome to the RBC Advice Centre". On the left, there's a cartoon character of a man in a suit. A yellow box highlights the "How can we help you today?" section, which lists five categories: Borrowing with Confidence, Getting More from Everyday Banking, Protecting What is Important, Saving and Investing, and Taking Care of My Business. Each category has a "View Topics" link. The central content area shows a video thumbnail for "Interest rates" with the subtitle "Understanding the impact if rates go up" and a "Watch Video" button. To the right, there are sections for "Featured Advice" (with a video thumbnail for debt management), "Popular Advice" (with a video thumbnail for car leasing), and "Looking for more Advice?" (with a video thumbnail for buying a first home). The bottom right corner features a "Executive Message" video thumbnail.

Helping Customers Understand Their Finances



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- RBC Online Banking clients have access to myFinanceTracker, allowing them to take control of their finances. Core features of myFinanceTracker include:

- Expense Analysis
- Budget Management
- Spending Categorization
- Financial Calendar and Alerts
- Alerts

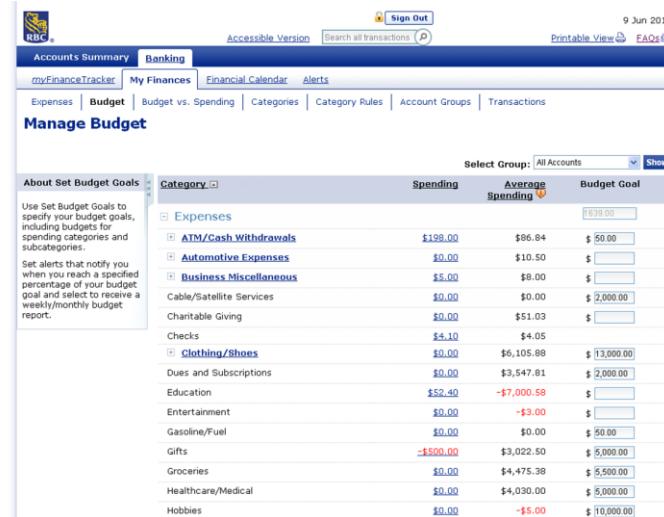
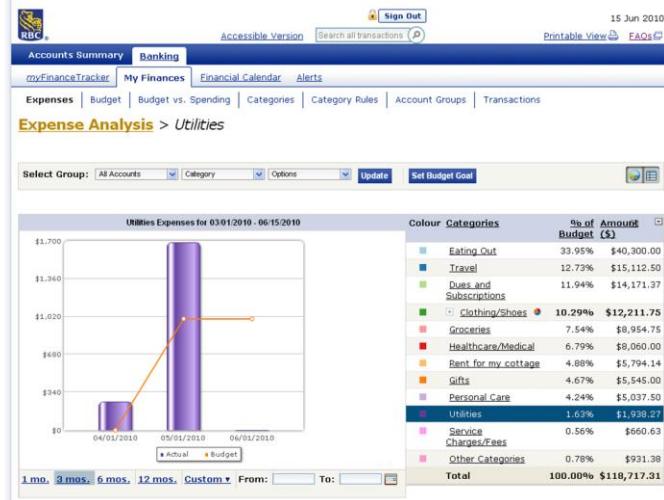




- myFinanceTracker automatically turns data from the static traditional account statement into an easy to visualize information, allowing customers to drill into the information providing them with a new way of viewing and understanding their finances.

- Revelations about where and how they are spending are common with myFinanceTracker users.

- This tool is available online for customers to use by themselves however they do come into our locations armed with this information to seek further advice.



SURFACE



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- Technology innovation is not just limited to the new self service channels.
- There are opportunities to bring innovative technology into our traditional branches as well.
- Surface provides a bit of theatre to spark conversations about a client's needs. It provides a fun way for clients to get some basic financial literacy.



SURFACE: The Big Picture



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A blue touch screen kiosk with a gold frame. On the left, a 3D character in a suit and bowler hat stands next to the text "Everyone's big picture looks different". The screen displays eight cards arranged in two rows of four:

- Manage a Life Change
- Everyday Banking
- Borrow with Confidence
- Invest for Your Future
- Tune Up™ Your Finances
- Take Care of Your Business
- Protect What is Important
- Your Future by Design®

A "VIDEOS" button with a downward arrow is located at the bottom right. A "Close X" button is at the bottom center. The word "Flip" is in the top right corner.

A blue touch screen kiosk showing a detailed view of the "Invest for Your Future" card from the previous screen. The card has a white border and the text "BORROW WITH CONFIDENCE" at the top. Below it, there are three smaller cards: "INVEST FOR YOUR FUTURE", "TUNE UP™ YOUR FINANCES", and "PROTECT WHAT IS IMPORTANT". To the right, a large white box titled "Buying a Home*" contains video thumbnails and descriptions:

- Fixed? Variable? Both? (1:44) - Consider the benefits of each kind of mortgage
- Why Get Pre-approved (1:07) - This process will set your mind at ease while you're house-hunting
- Affordability (1:35) - Find out how you can comfortably balance a mortgage payment within your lifestyle

At the bottom, there is a "Email me an information package" button and a "Close X" button. The word "Flip" is in the top right corner. A "BACK" button is visible at the bottom left.

- By touching one of the Big Picture cards, for example “Borrow with Confidence”, information appears that is easy to read and understand.
- The customer can receive further information by simply touching one of the short videos, or if in a hurry, they can email an informative summary to their home.
- At the end of the short experience, the client is directed to visit the appropriate area of the branch for more detail on that topic.

SURFACE: Drop A Coin App.



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- By touching the “Drop a Coin” section of the home page or simply dropping a coin on the screen, a new screen appears that allows the customer to see how much a simple investment would be worth in the future.
- The customer slides over coins into the Tax Free Savings Account jar and it automatically calculates for the customer showing the value of regular automatic contributions and compound interest in a TFSA.
- At the end of the experience they can watch a short video on TFSAs.



- Social Media
 - Customers are seeking advice and information in new ways.
 - We have always relied on friends and family for advice
 - Social media and social networking allow customers to connect and learn from each other.
 - Financial Institutions have an opportunity to participate in these conversations either as an active participant or as a facilitator
- Collaboration
 - Connecting customers and employees with the right person to assist with financial needs has always been a challenge, especially in a country as large as Canada
 - Collaboration technology such as telepresence, chat, instant messaging, video and screen sharing will allow customers to connect with knowledgeable staff from anywhere.



- The Advice Centre, myFinanceTracker and Surface are just a few examples of how RBC is using technology to increase financial literacy.
- Increased financial literacy benefits both the consumer and Financial Services organizations. By helping Banks raise product and service awareness as well as increasing the financial literacy of their customers we all win.