



Technology Adoption Cycle

Technology desires are high.

Have you ever wondered how close your credit union gets to hitting the mark around what your members' technology desires are? Are your online and mobile banking technology strategies aligned with your target community population segments? Are you aware of the technology features and services that your competitors offer today?

Here's how we can help with your strategy.

When you engage in a Technology Adoption Cycle evaluation with Filene, your credit union will gain a clear understanding of the technology features and services landscape in your market.

Filene's report will arm you with:

- ➔ Consumer Trends on Digital Banking
- ➔ Online and Mobile Channel Functionality comparison of your credit union and up to nineteen additional financial institutions that you select,
- ➔ Implementation recommendations based on your specific market and goals

Who would benefit?

Credit unions who want to quantify how innovative their current online and mobile banking experiences are will find this study useful. The research will allow you to clearly understand the gaps between your self-service channels and those offered by the competition.

determining where and how to invest. The technology adoption cycle evaluation is used by Silicon Valley organizations as a way to understand when technology is adopted by five different user segments. This tool will help your team to reduce personal biases that can thwart traditional technology strategy development efforts.

Why it matters

Armed with this knowledge, your credit union can drive a strategic approach to technology development and create a framework for

