The Insecurity Paradox: How Technology Mitigates and Magnifies Insecurity

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Insecurity is Complex
Insecurity is Contextual
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Newton’s 3rd Law of Motion
Unintended Consequences
Technology Mitigates Insecurity
Technology Magnifies Insecurity

I'M SORRY, DAVE. I'M AFRAID I CAN'T DO THAT.

AGE OF INSECURITY
Technology Mitigates/Magnifies Insecurity
Technology Mitigates/Magnifies Insecurity

DIGITAL FARMING

The farm of the future is completely connected:

Satellites and ground-based sensors deliver detailed information on crop conditions. Combined with weather forecasts and historical crop variety and cultivation databases, and even work schedules, the farmer obtains a solid foundation on which to make his important everyday agronomic decisions. He also receives live alerts from every corner of his business, be it the cowshed, the combine harvester, the silo or his finance institute.
Technology Mitigates/Magnifies Insecurity
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Technology Mitigates/Magnifies Insecurity
Identify Member Touchpoints
# Map Member Touchpoints

## Customer Journey Map

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<th>Customer Stages</th>
<th>Awareness</th>
<th>Consideration</th>
<th>Acquisition</th>
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<th>Retention</th>
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<tbody>
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<td>Customer Goals</td>
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<td>Customer Actions</td>
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<td>Touchpoints &amp; Channels</td>
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<td>Customer Thoughts</td>
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<td>Overall Customer Experience</td>
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<td>Pain Points</td>
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<td>Opportunities to Improve</td>
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**Image Source:** Filene Centers of Excellence

**Related Content:**
- Age of Insecurity
Needs- Adaptive Member Journey

GOAL

FINANCIAL HEALTH
- Your Credit Score
- Your Net Worth
- Your Retirement Savings Rate
- Your Emergency Fund

AGE OF INSECURITY
Member Journeys and Reflexivity
Disruptive Technology and Insecurity
Adopt Technology that Enhances Member Experience
Be There: Decision Points and Reflection
Credit Unions = Trusted Financial Partners
Thank you!

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