

#cresults

2023 PLANNING PRIORITIES FROM COMMUNITY BANKING

STRATEGIC PLANNING PRIORITIES

Looking through a full year of strategic planning meetings, a number of key development categories and strategic initiatives emerged consistently for community banks. Your strategic plan might reflect some of these topics.

Relationship Growth

- Retention of existing relationships
- Relationship expansion with current customers
- Development of the relationship-building skills of customer facing employees
- Increase employee product knowledge and referrals
- Improve non-interest income performance
- Leverage PPP loan relationships and application information
- Reinforce local banking and community connections
- Enhance focus on low-cost core deposit growth

Customer Experience Management (CXM)

- Reinforce customer service standards and skills development
- Investigate customer satisfaction levels and loyalty
- Evaluate the user experience (UX) with digital channels
- Investigate and enhance experiences across all delivery channels
- Consistent delivery of the bank's desired customer experience

Organizational Design and Development

- Succession planning across the entire organization
- Enhance employee retention
- Improve active employee recruitment
- Enhance staff and project management for all managers
- Analysis of the organization's ability to support continuous growth

Brand Management

- Improve employee engagement and loyalty
- Increase brand awareness with customers and targeted prospects
- Consistent use of the organization's visual identification

Operations, Information and Technology Management

- Assessment of core system capacity to support all corporate objectives
- Enhance internal utilization of current technology and digital services
- Cyber security evaluations and ongoing management
- Effective use of business analytics and customer information
- Deliver custom solutions to customers using technology
- Product streamlining and new product development
- Optimization of virtual communications - internal and external usage
- Continuous improvements in processes, procedures, and workflows



“Obstacles are those
frightful things you
see when you take
your eyes off your
goals.”

HENRY FORD



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