

OBR 135 & 136 (double issue)

# Bank 2.0: Remaking your financial website for a Web 2.0 world

Part 1: Blogs and feeds

**Author:** Jim Bruene, Editor, Online Banking Report

**Published:** November 15, 2006

**Cost:** Individual report: \$495 single-user; \$1,195 enterprise-wide license  
or get this report now for no charge with your [annual subscription](#)

**Size:** 32 pages; 11,000 words

**Format:** Printed, PDF, Word

**Ordering:** [Online](#), [email](#), or (206) 517-5021

## Abstract:

Last month, we looked briefly at the Web 2.0



phenomena, a trendy label for second-generation websites often built around user-generated content such as photo sharing, blogging with comments, and video. While there is no precise definition, there are a number of communication techniques, design guidelines, and attitudes shared by successful Web 2.0 companies (see report for details).

But how much of the Web 2.0 discussion applies to banks and credit unions? Do we need a Bank 2.0? Or is this just another design fad, like shag carpet, that can be ignored? Could we be witnessing a fundamental shift in consumer behavior that requires new investment?

The answer depends on which Web 2.0 tactic you are looking at. See inside the report for our recommended toolkit for adding Web 2.0 features and benefits to your financial institution website.

## Table of Contents

<b>Web 2.0 toolkit for banks</b> .....	2
<b>Defining Web 2.0</b> .....	3
<b>Building Bank 2.0</b> .....	5
<b>Blogs</b> .....	7
<i>Anatomy of a bank blog</i> .....	10
<i>45 reasons to blog</i> .....	11
<i>Blogging risks</i> .....	15
<i>How to start a bank blog</i> .....	17
<b>Feeds</b> .....	20
<i>Advantages from the customer's perspective</i> .....	21
<i>Replacing email marketing and communications with feeds</i> ...	22
<b>Financial institution examples</b>	23
<i>Wells Fargo</i> .....	23
<i>Verity Credit Union</i> .....	25
<i>Vancity Credit Union</i> .....	27
<i>Zopa</i> .....	29
<b>Innovations:</b> .....	32
<i>City National Bank cranks out podcasts and RSS feeds</i> .....	32

continued on next page ⇨

One tool that is impossible to overlook is the blog. Because blogs are relatively inexpensive – in fact, you may be able to *reduce* your Web development expense with them – they are no longer optional. You might as well get started now while you can still be the first bank on the block with a blog (see *inside the report for our advice on building a winning banking blog*).

A related tool, perhaps even more powerful, is the RSS/XML feed. Some experts believe feeds will do to email what email did to faxing. See inside the report for our recommendations on harnessing feeds for your corporate and customer communications.

## Table of Tables

1. Web 2.0 toolkit for financial institutions
2. Top Web 2.0 companies
3. Major Web 1.0 companies and their Web 2.0 iterations
4. Web levels according to O'Reilly
5. Evolving from Bank 1.0 to Bank 2.0
6. Web 2.0 tools currently in use by financial institutions
7. Current list of financial institution blogs (English language)
8. Forecast: Number of financial institutions with blogs and/or feeds (North America)
9. Recommended blog features for various quality levels of financial institution blogs
10. Best practices for minimizing the risk of employee blogs
11. Blog rules
12. Posts per user at Vancity's Change Everything

## Sample Page

**BANK 2.0**

**Bank 2.0 Techniques**

Going Web 2.0 is fine if you are a photo-hosting site, online calendar, or productivity tool. But how much of it applies to highly regulated entities such as financial institutions, especially publicly held ones? Quite a bit actually. We've already seen financial institutions hosting user-submitted videos (National Bank of Australia, MasterCard), photos and stories (BECTU), blogs with comments (Wells Fargo, Vancity CU), and even creating MySpacepages (Brevery CU).

**Table 2  
Evolving from Bank 1.0 to Bank 2.0\***

Bank 1.0	Bank 2.0
ATM	ATMs with moderation
PDF statements of paper statements	Tagging, categorizing, reports on the fly
Check request system	Complete blog with RSS feed
Small notifications	RSS feeds
Info from your bank	Info across many financial institutions (account aggregation)
Rate from your bank	Rate from many banks
Free everything to create customer	New social service as (not always free) to create loyalty
30 days of data	Lifetime data
Login 20 days to check account status	Remote account page via email/SMS
Send money to "approved payee"	Send money to anyone
Loans must be approved by bank and awaiting	Loans are formed out to other financial institutions and are an individual (i.e., Procter, Citi)

Source: Online Banking Report, 11/06. \*Online Banking Report owns the domain name [bank2.0.com](http://bank2.0.com) and [bank2.0.com](http://bank2.0.com), which we registered for promotional purposes, but we'd be willing to sell them to a subscriber (contact [jmg@bank2.0.com](mailto:jmg@bank2.0.com)).

**Table 3  
Web 2.0 tools in use by financial institutions**

Web 2.0 Tool	Benefits	Examples
Audio and video content, podcasting	Educational and branding	<ul style="list-style-type: none"> <li>• Processing @ CU, National Bank (<i>Audio 20 Oct 06</i>, <i>Financial Group CU, US Bank</i> (<i>Audio 4 Jul 06</i>))</li> </ul>
APIs	Leverage other APIs to create an integrated social networking interface	<ul style="list-style-type: none"> <li>• Procter and Gamble have both released APIs</li> <li>• @Home is using Facebook's API to deliver payment tracking services (see <i>Procter</i>, <i>Audio 8 Sept 06</i>)</li> </ul>
Blogs, internal and external	Support overall corporate PR, marketing, branding	<ul style="list-style-type: none"> <li>• Verity CU (<i>top 25/26</i>)</li> <li>• Citicorp CU</li> </ul>
	Support the community	<ul style="list-style-type: none"> <li>• Vancity CU, Chase Banking (<i>top 25/26</i>)</li> <li>• Wells Fargo, Guided by history (<a href="http://blog.wellsfargo.com/GuidedbyHistory/">http://blog.wellsfargo.com/GuidedbyHistory/</a>)</li> </ul>
	Support individual product line or campaigns	<ul style="list-style-type: none"> <li>• Wells Fargo Student Loan (<i>top 25/26</i>)</li> <li>• Bank of America (see <i>PR context</i>, <i>Table 7, p. 6</i>)</li> <li>• State Bank, The RBC Next Great Innovation Challenge (<i>Audio 3 Nov 06</i>)</li> </ul>
Blog comments	Involve customer members	<ul style="list-style-type: none"> <li>• Wells CU</li> <li>• Wells Fargo</li> </ul>

table continued on next page

page 2      Online Banking Report      Number 15/136  
© November 15, 2006

## Company Examples Cited

City National Bank, Digital Mailer, New York Times, RBC Financial Group (Canada), PayPal, TechCrunch, Upcoming.org (Yahoo), Verity Credit Union, Vancity Credit Union (Canada), Wells Fargo, Zillow, Zopa (UK)