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2009 Planning Guide

Doing more with less

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Abstract:

Our fourteenth annual Planning Guide is packed with more than 1000 brainstorm-inducing ideas, tactics, and tips you can use to improve the effectiveness and profitability of your online initiatives. The information is organized by product within the two major retail banking segments: consumers and small/microbusinesses.

To help navigate the difficult years ahead, the report includes a summary of the 20 best "bang for your buck" projects for next year and beyond.

Finally, with fee revenue, or lack thereof, one of the most important online banking issues, the 2009 Planning Guide includes a 12-page section on pricing online services and transactions. Suggested fees for both consumers and businesses are presented for every online financial function imaginable.

Table of Contents

Online banking FI benefits	2
Why innovation still matters ..	3
Generating ideas	8
Research sources	10
Conference calendar	11
20 winners for 2009	12
Online banking user benefits	16
Consumer planner	19
<i>Product marketing</i>	20
<i>General marketing</i>	33
<i>Service & retention</i>	40
Small business planner	46
Fee planner	53
Messaging planner	65
FINOVATE 2008	
Best of Show Winners	72