



HELPING CLIENTS ACHIEVE FINANCIAL WELLNESS

JON HENDRY

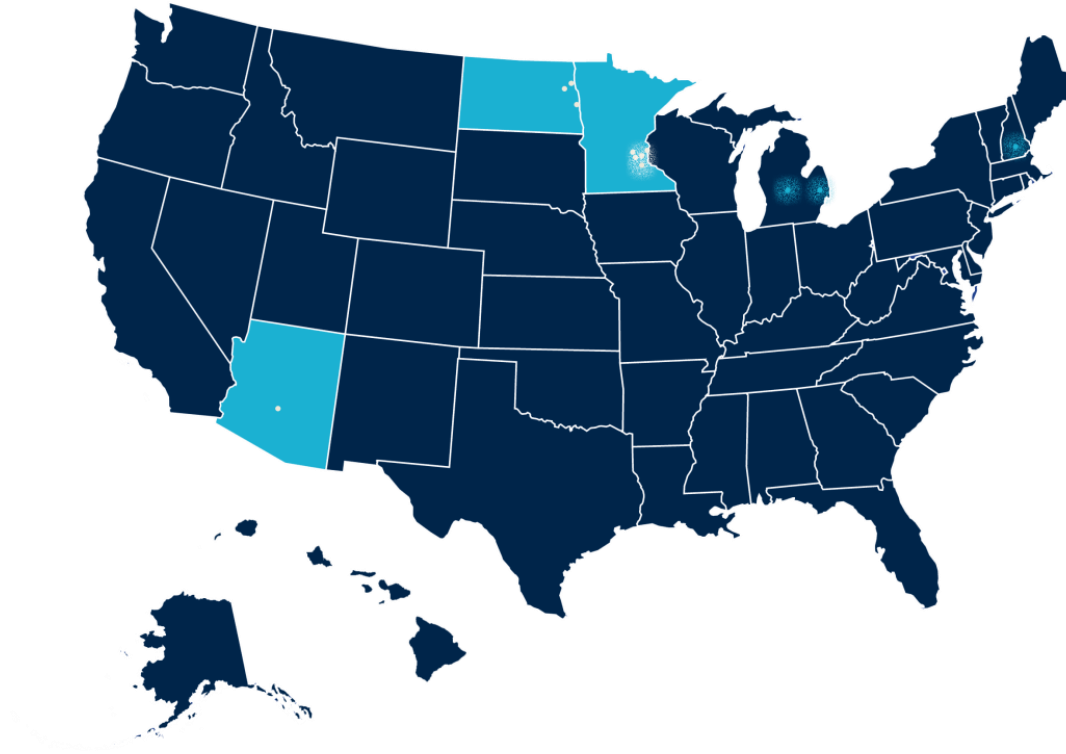
[ALERUS.COM](https://www.alerus.com)

ALERUS

ABOUT ALERUS

DIVERSIFIED FINANCIAL SERVICES COMPANY

- \$2.7 billion banking assets
- \$6.1 billion assets under management
- \$26.9 billion assets under administration
- \$660 million mortgages originated through Q2 2020



CUSTOMER BASE

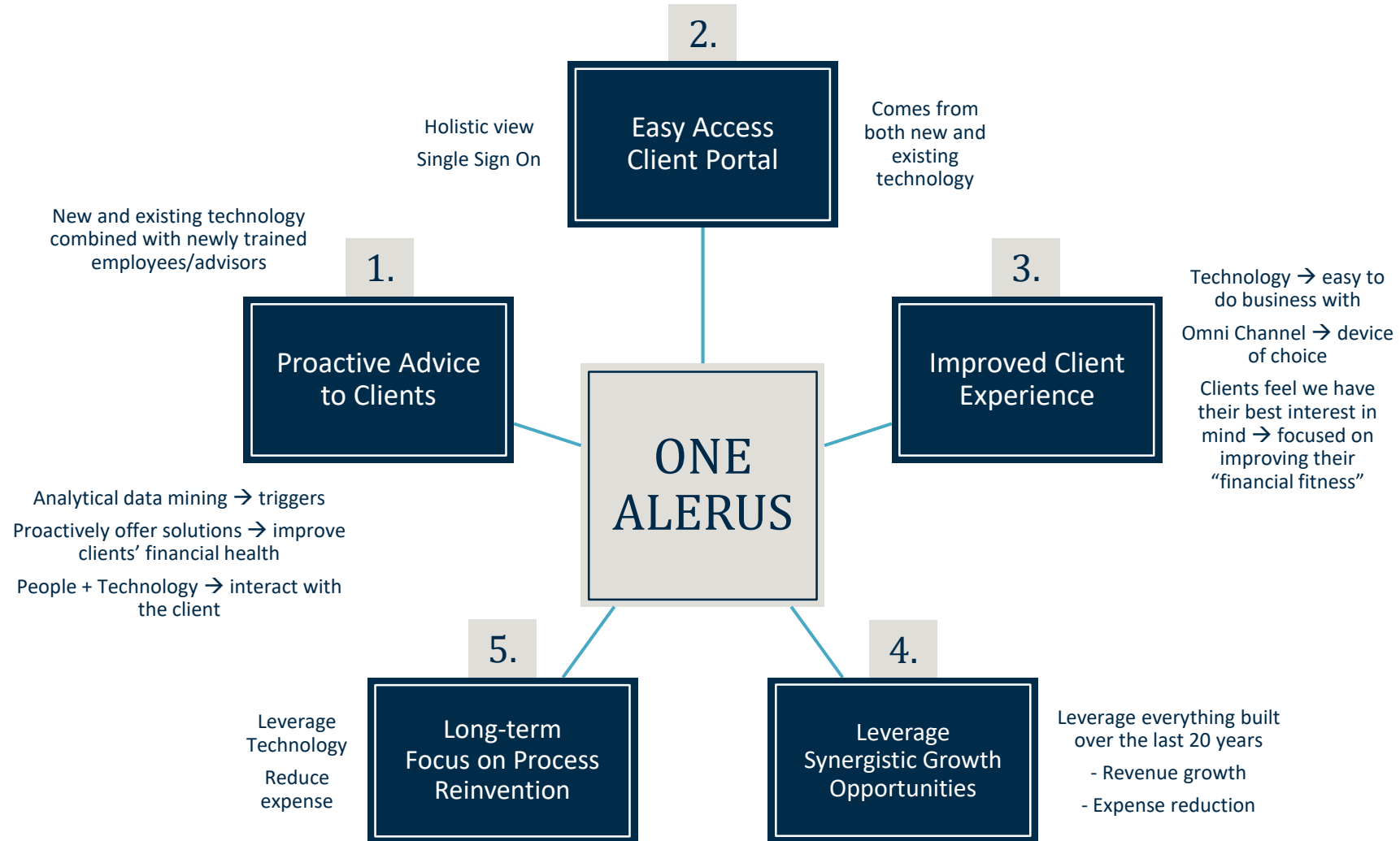
- 48,789 individual customers
- 10,485 businesses
- 6,917 employer-sponsored retirement plans
- 360,742 employer-sponsored retirement plan participants

TOTAL EMPLOYEES: 812

Data as of 06.30.2020

ONE ALERUS

OUR CLIENT STRATEGY



SALESFORCE

CRM STRATEGY

- All client-facing employees now use one CRM
- Gives our advisors visibility into their clients' entire Alerus relationships
- Used for client service center case tracking

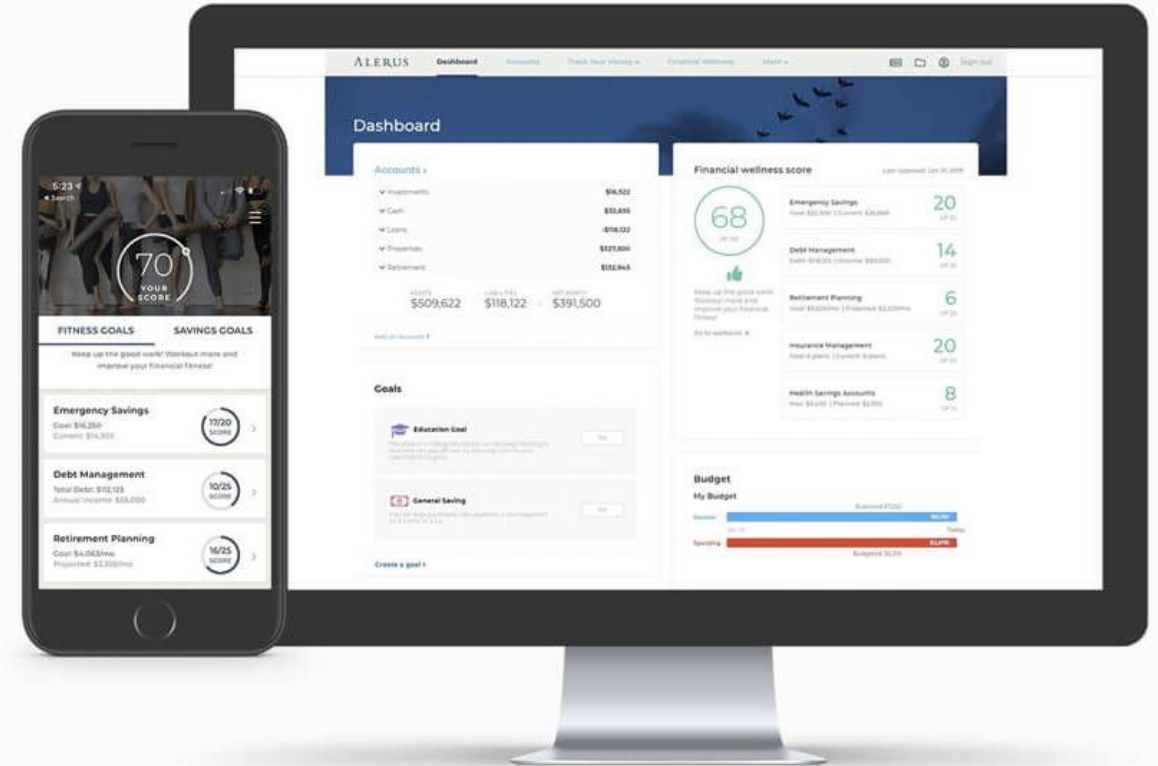
The screenshot displays the Alerus Salesforce CRM interface. The top navigation bar includes the Alerus logo, a search bar, and various menu items like Home, Chatter, Groups, Leads and Referrals, Accounts, Opportunities, Contacts, Financial Accounts, Calendar, and More. The main content area shows a 'Person Account' profile for a client, with fields for Title, Phone, Email, and Primary Relationship Manager (Kari Vien). Below this is a 'Related List Quick Links' section with links to Account Team (0), Opportunities (6), Related Leads (0), Related Contacts (0), Financial Account Roles (10+), Cases (4), and Person Account History (6). The 'Financial Accounts' tab is selected, showing a 'Financial Summary' with metrics like Total Alerus Relationship (\$1,328,186.63), Total Bank Deposits (\$21,954.26), Total Loans (\$0.00), Total Investments (\$1,306,232.37), and Total Retirement (\$0.00). Below the summary is a table of 'Deposit Accounts (4)' with columns for Financial Account Name, Product Number, Account Number, Balance, Interest Rate, and Status. The table lists four accounts: Alerus Interest Checking (\$458.05, 0.05% interest, Open status), Alerus Interest Checking (\$4,256.30, 0% interest, Open status), Savings (\$12,404.31, 0.05% interest, Open status), and Savings (\$4,835.60, 0.05% interest, Open status). A 'View All' link is at the bottom of the table. On the right side, there is a 'We found no potential duplicates of this person account.' message and an 'Activity' section with a 'Log a Call' button and a 'Recap your call...' field. Below the activity section is a list of 'Upcoming & Overdue' tasks, including 'IPS' and 'LTC App' with due dates of Nov 30 and Oct 15 respectively.

FINANCIAL ACCOUNT NAME	PRODUCT NUMBER	ACCOUNT NUMBER	BALANCE	INTEREST RATE	STATUS
Alerus Interest Checking			\$458.05	0.05 %	Open
Alerus Interest Checking			\$4,256.30	0 %	Open
Savings			\$12,404.31	0.05 %	Open
Savings			\$4,835.60	0.05 %	Open

MY ALERUS

OUR DIGITAL STRATEGY

- Our ultimate goal is provide our clients the information they need to make better financial decisions
- We are positioned to help employers provide this financial wellness benefit to employees
- We also needed a way to better serve clients outside our traditional banking footprint



MY ALERUS

A FULL FINANCIAL PICTURE

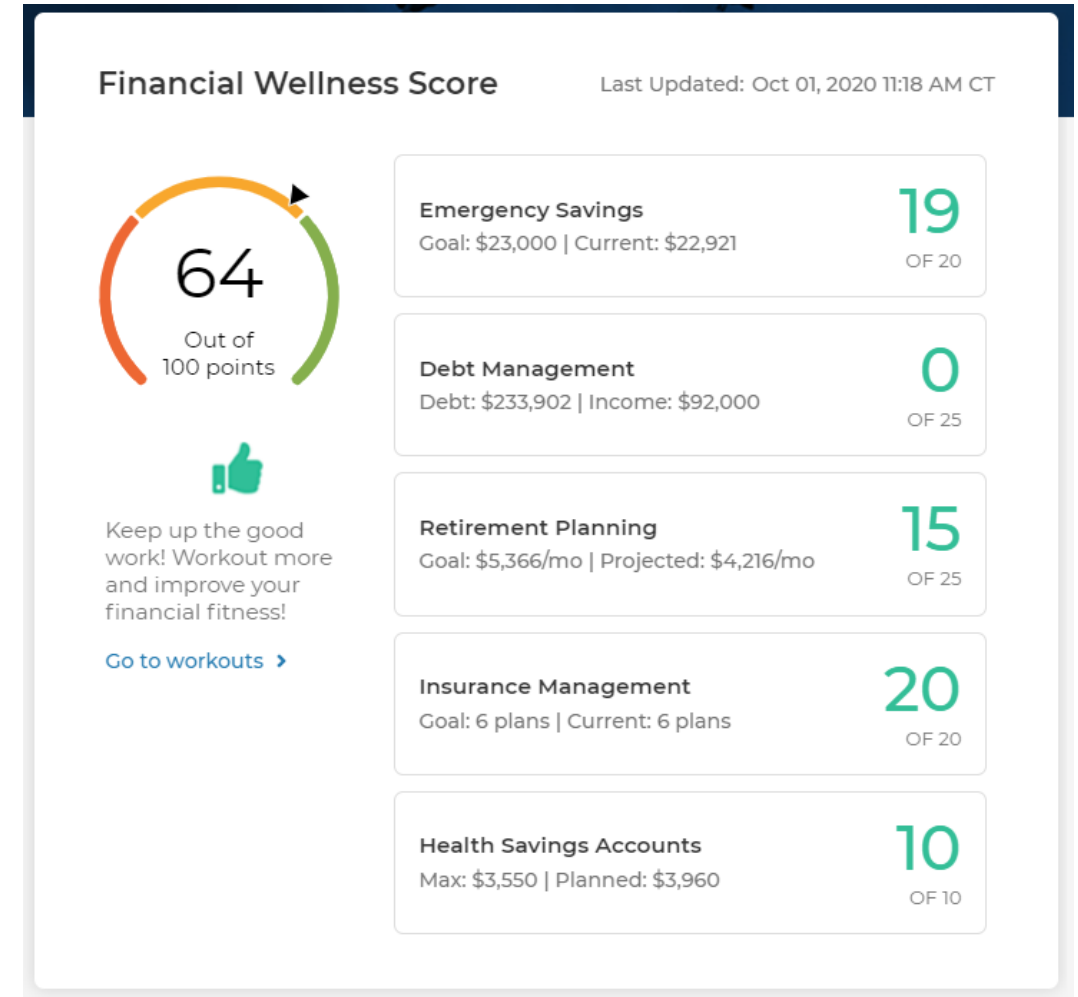
Dashboard	
Accounts >	
INVESTMENTS	\$192,562.25
BANK ACCOUNTS	\$37,017.35
Capital One Money Market unknown **** 4878	\$14,306.74
Alerus Alerus Savings Savings **** 8863	\$8,615.89
Capital One Car fund Savings **** 1931	\$4,519.72
Alerus Bills Checking **** 8877	\$3,308.69
Capital One Wish List Fund Savings **** 1968	\$2,159.30
Capital One Travel Savings Savings **** 8470	\$2,149.49
CREDIT CARDS	-\$277.68
LOANS	-\$233,625.82
PROPERTIES	\$406,000.00
RETIREMENT	\$185,776.27
ASSETS - DEBTS = NET WORTH	
\$657,916.35 - \$233,903.50 = \$424,012.85	

- Entire Alerus relationship (banking, retirement, health and benefits, mortgage, wealth management)
- Visibility into non-Alerus relationships if the client chooses

MY ALERUS

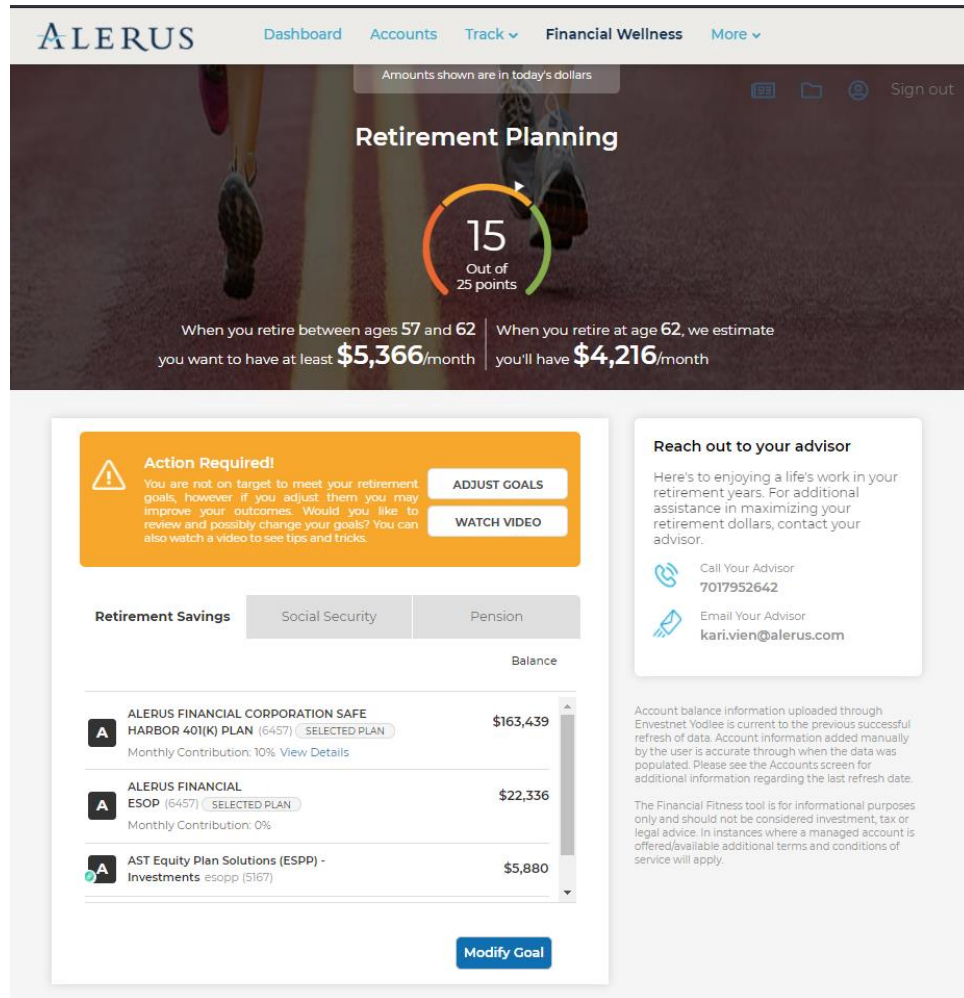
GAMIFICATION OF FINANCIAL WELLNESS

- Gamification of financial wellness through financial fitness “workouts”
 - Emergency Savings
 - Debt Management
 - Retirement Planning
 - Insurance Management
 - Health Savings



MY ALERUS

FINANCIAL WELLNESS – RETIREMENT WORKOUT



- Gives the client an indication of where they stand with each of their goals
- Contact information for their advisor
- Depending on the plan, the client can make changes that will improve their score
- Result: we've had clients reach out to us after receiving a retirement score that wasn't in line with their expectations

MY ALERUS

HOW DID WE DO IT?

COLLABORATION

- Design a way for multiple core systems to “talk” to each other
- Created a single unique identifier for each client
- Single method of authentication for entire company
- Consolidation of call centers

SOLUTIONS

- Partnerships with key financial technology vendors was key
- Allowed us access to technology we could not build ourselves
- Use of APIs
- Taking advantage of open platforms/solutions

MY ALERUS

BENEFITS

Clients' awareness of their financial situation

- Awareness of importance of emergency savings (ex: COVID)
- Clients reaching out for help

Fewer login calls to call center

- Entirely self service password reset process
- One system to troubleshoot
- More meaningful conversations

Online Account Opening

- Opened more accounts online in the first month than the previous 3 years

MY ALERUS

THE FUTURE

Client experience

- Evolve the user experience based on client feedback and UX design trends
- Utilizing site analytics to improve navigation
- Analytics/intelligence to provide relevant advice
- Relevant, timely alerts and notifications
- Expansion of workout options

Innovation

- Use of artificial intelligence
- Digital assistants (Siri, Alexa, etc.)
- Chatbots

Flexibility

- Customize the user experience by segment
- Give users more control over their own experience

THANK YOU!



ALERUS.COM