

Inclusion to Innovation

Victor Dodig

CIBC President & CEO:

"At CIBC we're building a strong, innovative and relationship oriented bank. You hear me talk about that all the time but it's really, really important and we're well on our path to building that strong, innovative and relationship oriented bank each and every day.

June is a particularly important month because it's Diversity and Inclusion Month and I want to talk about how inclusion to innovation really helps us build a stronger bank. We talk about innovation and often we think about technology innovation. Yes, Global Money Transfer. Yes, Apple Pay but really innovation involves inclusion of great ideas that are sometimes non-technical in nature.

People coming from their very diverse backgrounds to help us build a more innovative bank and that's why Diversity and Inclusion Month is an important marker in our calendar to celebrate everyone at CIBC who comes from those different backgrounds to help us build a strong, innovative and relationship orientated bank.

You're going to see an example right now of how inclusion to innovation really works. Enjoy it."

Inclusion to Innovation (I 2 I)

VISA Authenticated Chat for the Hearing Impaired

Tanya Knights

CIBC Senior Manager, Enterprise Programs & Delivery Excellence:

"There are many different initiatives across CIBC that enhance client experience and help us become #1 in client experience. ECCO is one of them. ECCO is the Enterprise Contact Centre Optimization program"

Enterprise Contact Centre Optimization

Tanya:

"That program will innovate to help client experience be augmented in our contact centres across the organization. The contact centres will be better able to service different needs for all of our clients.

Katie came to us by a Make it Right opportunity and for her she just wants to have the same accessibilities that all other clients and employees have to meet her banking needs and bank the way she wants to bank when she wants to bank."

Katie Keast

CIBC Senior Analyst, Integrated Service Delivery:

"I went to make a purchase on a Sunday. Went to pay for it with my VISA, declined. I had no idea why my VISA was declined. I physically went into the CIBC branch. I went up to the ambassador that they have at the front desk and I said, "I need someone to have a check on my card." I wasn't in the branch very long to have the issue resolved but I had to wait. On the back VISA card currently it says call the 1-800 number. One of the suggestions I made was to

have something like text a passcode. Most people today have cell phones including the hearing impaired. If I had that feature on the back on the card; send a text message; resolved.”

Tanya:

“The new channels will allow us to be able to communicate via email, via text, via click to chat; all things that will help her and her community and others bank the way that they want to bank.

We’re going to have the pleasure of having Katie join us for some of the testing activities that are to come.”

Katie:

“It’s going to be a wonderful opportunity. I’m looking forward to putting everything I can into it to ensure it rolls out smoothly for the hearing impaired. It’s not just limited to the hearing impaired. It’s a benefit all the way around.”

ABM & Mobile Payment App - Designed for Accessibility

Nuno Carreira

CIBC Director, Banking User Experience, CIBC Digital Channels:

“We’re always trying to design for inclusiveness. It’s about designing for everybody equally. The ABMs, when we design all of the screens they take into consideration that the top few inches are reserved for read only meaning that you can’t put any interactive elements up there because anyone in a wheelchair won’t necessarily be able to reach that high up. The contrast on the buttons was just to ensure there’s enough differentiation between the interactive elements and the background, so it’s very clear to a customer exactly where they need to tap. ”

CIBC Usability Lab

Nuno:

“We had to rebuild our mobile payment app.”

Lab worker:

“For the deaf we’ve added a vibration and we’ve also added a tone so if you’re blind you can hear when it starts and when it ends”

Nuno:

“We have staff who have accessibility needs, we certainly have clients with accessibility needs and I wouldn’t want to design for a select group of people when we can design for everybody.”

Join the conversation: #inclusion2innovation or #iamcibc