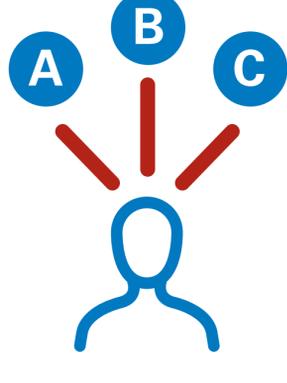


# ONBOARDING IN BANKING COUNT

## 1. PROVIDE CHOICE

Allow new customers to choose how and when they provide their information. Customers expect to connect with their bank anytime through a multitude of channels and devices.



**FACT:** Since 2010...

Smartphone usage is up and tablet usage has risen

**394%** **1721%**

...yet less than 30% of the largest banking organizations worldwide have the ability to allow customers to open a new checking account on a mobile device.



## 2. MAKE IT EASY

Allow customers to provide documents and personal information easily, such as via their mobile device.

## 3. BE TRANSPARENT

Keep customers informed about where they are in the process, and what you need from them.



**FACT:** Sending new banking customers a welcome message via SMS or email doubles the rate of customer satisfaction with the account-opening process.



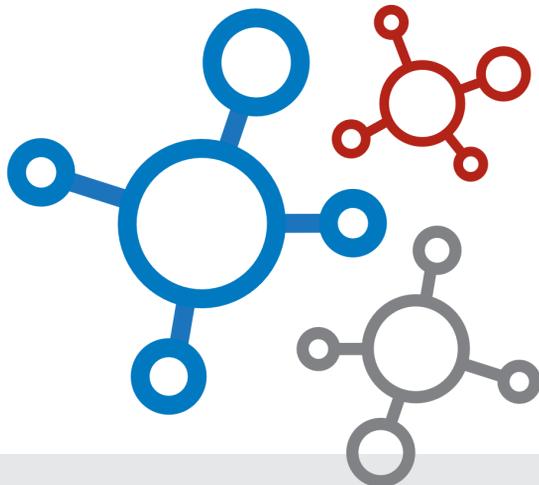
## 4. PROVIDE SUPPORT

Offer real-time live support, instructional videos, Q&As and how-tos for customers. If banks do not adapt to their customers' account opening preferences and make the onboarding process simple, they risk losing customers.

**FACT:** According to Cornerstone Advisors, **90%** of new bank customers abandon their bank account applications prior to completing them.

## 5. INTEGRATE

Move your customer information out of silos and make it actionable across systems for your sales, support, finance and product teams.



## 6. KEEP IN TOUCH

Follow up with timely, relevant, personalized communications to customers.

**FACT:**

Almost **two million** millennials joined credit unions in 2014 because they regard them as more customer friendly, a two percent increase over the previous year.

## WHAT'S AT STAKE?



**700 MILLION  
PEOPLE  
WORLDWIDE**

opened a new bank account at a bank or through a mobile device between 2011 and 2014



**\$212**

is the average revenue for each new onboarded customer



**39 MILLION**

banking customers switch banks X \$212 in each new customer onboarded = market potential \$8.3 billion

## THE OPPORTUNITY

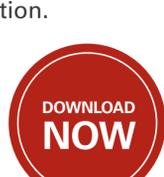
According to a recent PwC report, while **61%** of bank executives say a customer-centric business model is very important, only **17%** feel prepared to deliver.

A great onboarding process is vital to your customer engagement and to the success of your organization. Maximize both by providing a delightful onboarding experience — one that's effective, simple and personalized to your customers.

**Now You Know:** Now you're ready to deliver a differentiated onboarding model to your customers and be the hero of your organization.



Download your free copy of the ebook, [STEMTHE TIDE OF WALKAWAY CUSTOMERS](#)



**Sources:**

Kofax Customer Onboarding for Financial Services

Customer Retention Should Outweigh Customer Acquisition

Forbes: How Not to Lose Your New Employees in Their First 45 Days

Aberdeen Group: A New Look at New Hires

Cornerstone Advisors (Fifth Edition)

Number of Bank Account Owners Worldwide Grows by 700 Million