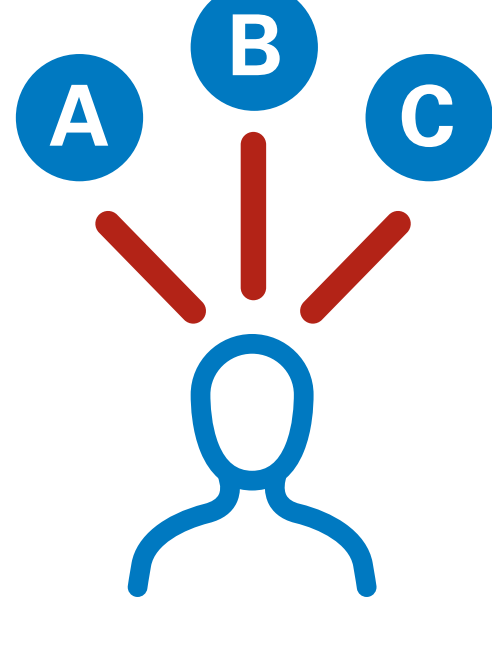


ONBOARDING IN BANKING COUNT

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.

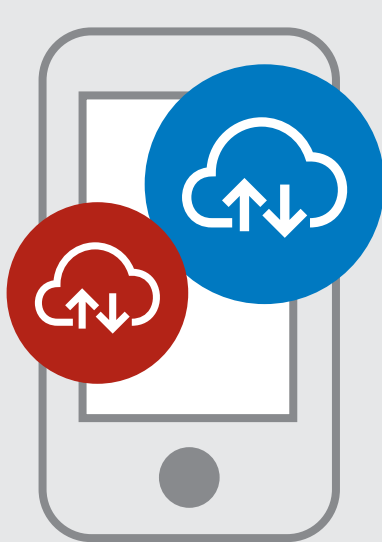


FACT: Since 2010...

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

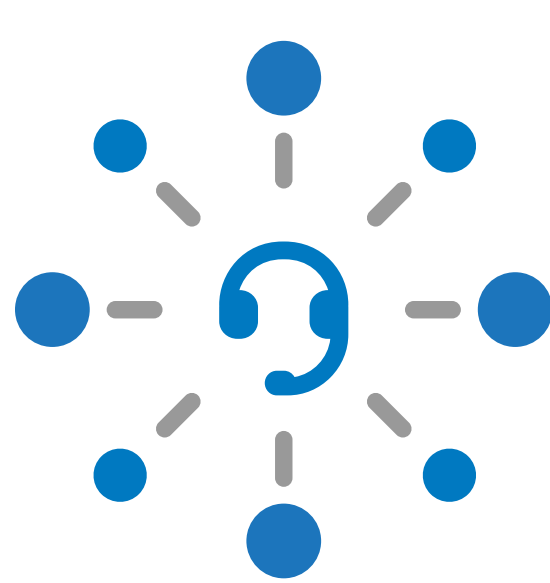
Allow customers to provide documents and personal information easily, such as via their mobile device.

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.



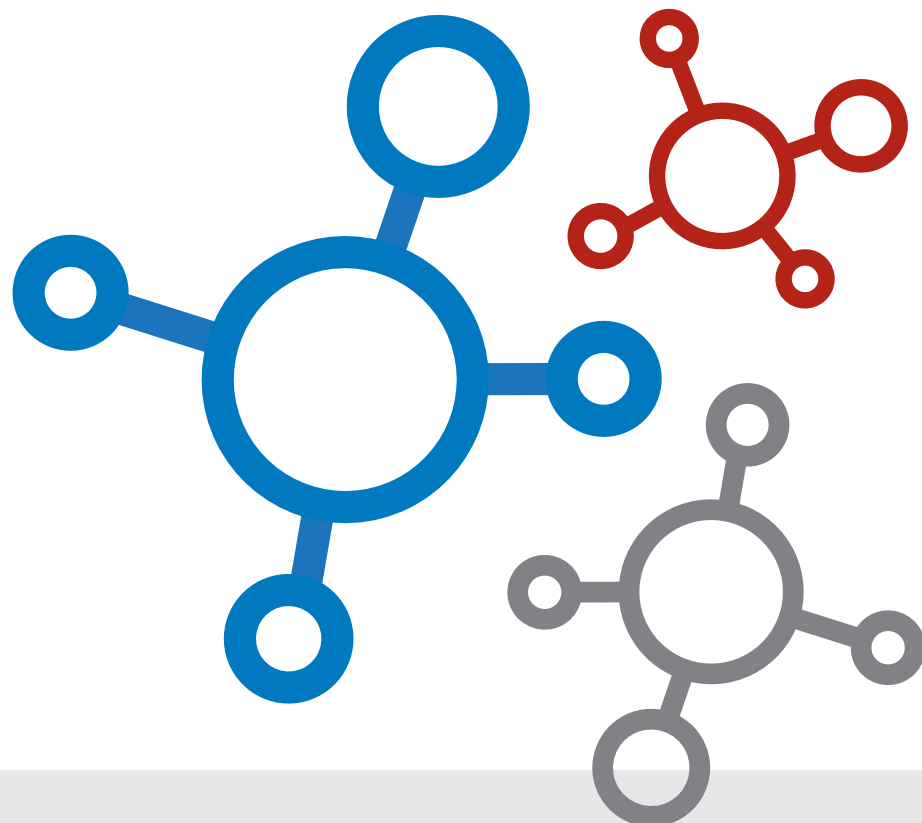
4. PROVIDE SUPPORT

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?



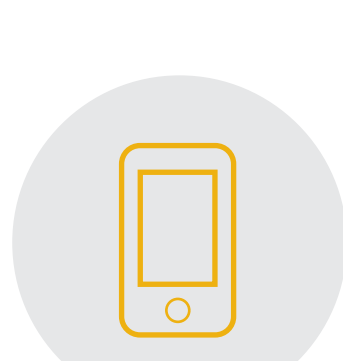
700 MILLION PEOPLE WORLDWIDE

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](#)

