

The Complete Guide to Powering Deposit Growth

3 Strategies to Transform Your Digital Banking Experience

Introduction

As more digital challengers enter the financial services scene, traditional financial institutions face increasing pressure to attract and retain customers while ensuring a seamless omnichannel banking experience. Traditional methods of account opening are often slow, cumbersome, and frustrating for customers, leading to high abandonment rates and lost opportunities for growth. Meanwhile, the bar for meeting customer

expectations is increasingly higher—and convenience, speed, and personalization are all paramount to the process.

This guide addresses these challenges by providing a comprehensive overview of how optimizing account opening processes and enhancing digital banking experiences can significantly impact deposit account growth and ultimately help financial institutions retain life-long customers. We will explore actionable strategies

and best practices to streamline account opening, leverage digital tools, and create a superior customer experience that drives loyalty and growth.

Identifying the Challenges



Slow and Complicated Account Opening Processes

Customers today expect quick and easy access to banking services.

Lengthy and complex account opening procedures can lead to frustration and abandonment, deterring potential customers from completing the process.



Lack of Digital Integration

Many financial institutions still struggle to integrate modern digital tools effectively, leading to a disjointed experience for the customer, as well as added complexity and increased financial costs for the financial institution. This lack of seamless integration can hinder customer satisfaction and engagement, especially when migrating across channels or attempting to originate multiple products at once.



Inadequate Personalization

Customers now demand personalized services that cater to their individual needs and preferences. Being able to offer the right product at the right time via the right channel can go a long way in gaining a customer's trust. Financial institutions that fail to provide tailored experiences risk losing customers to competitors who can.



Security Concerns

While speed and convenience are crucial, robust security measures are essential to protect customer data and build trust. Balancing these aspects can be challenging, but it is necessary for a successful digital strategy.

3 Strategies to Drive Deposit Growth

Your Roadmap to Success

This guide offers a deep dive into how financial institutions can overcome these challenges. By focusing on actionable insights and practical advice, we aim to help you transform your account opening processes and digital banking experience, ultimately driving deposit account growth.

Here are three strategies to help you get started:

01

Streamlining Account Opening: The Key to Customer Acquisition

Learn how to simplify and expedite the account opening process to attract more customers.

02

Enhancing the Digital Banking Experience: A Catalyst for Deposit Growth

Discover how to create a user-friendly, personalized, and secure digital banking experience that retains customers and drives deposit growth.

03

Measuring Success: Signs Your Digital Strategy is Working

Understand the key metrics to track the effectiveness of your strategies and ensure sustained deposit growth

How to Streamline Account Opening

They Key to Customer Acquisition

A seamless account opening process is crucial for attracting new customers. Here are the key ingredients for an effective account opening experience.

A Simplified Process

Leveraging digital tools to minimize paperwork and automate verification can significantly reduce the time required to open an account. Financial institutions should aim to make this experience as easy and intuitive as possible with a clear user interface, guided help, pre-filled data, and the ability to originate multiple products at once.

Automation

Integrating automation into the account opening process can expedite various steps, from identity verification to form filling. These technologies not only speed up the process but also enhance accuracy, reducing the likelihood of errors that could delay account opening.



Omnichannel Accessibility

Providing customers with multiple channels to open an account—whether online, via a mobile app, or in-branch—ensures convenience and accessibility. This flexibility caters to diverse customer preferences, enhancing overall satisfaction and encouraging more account openings.

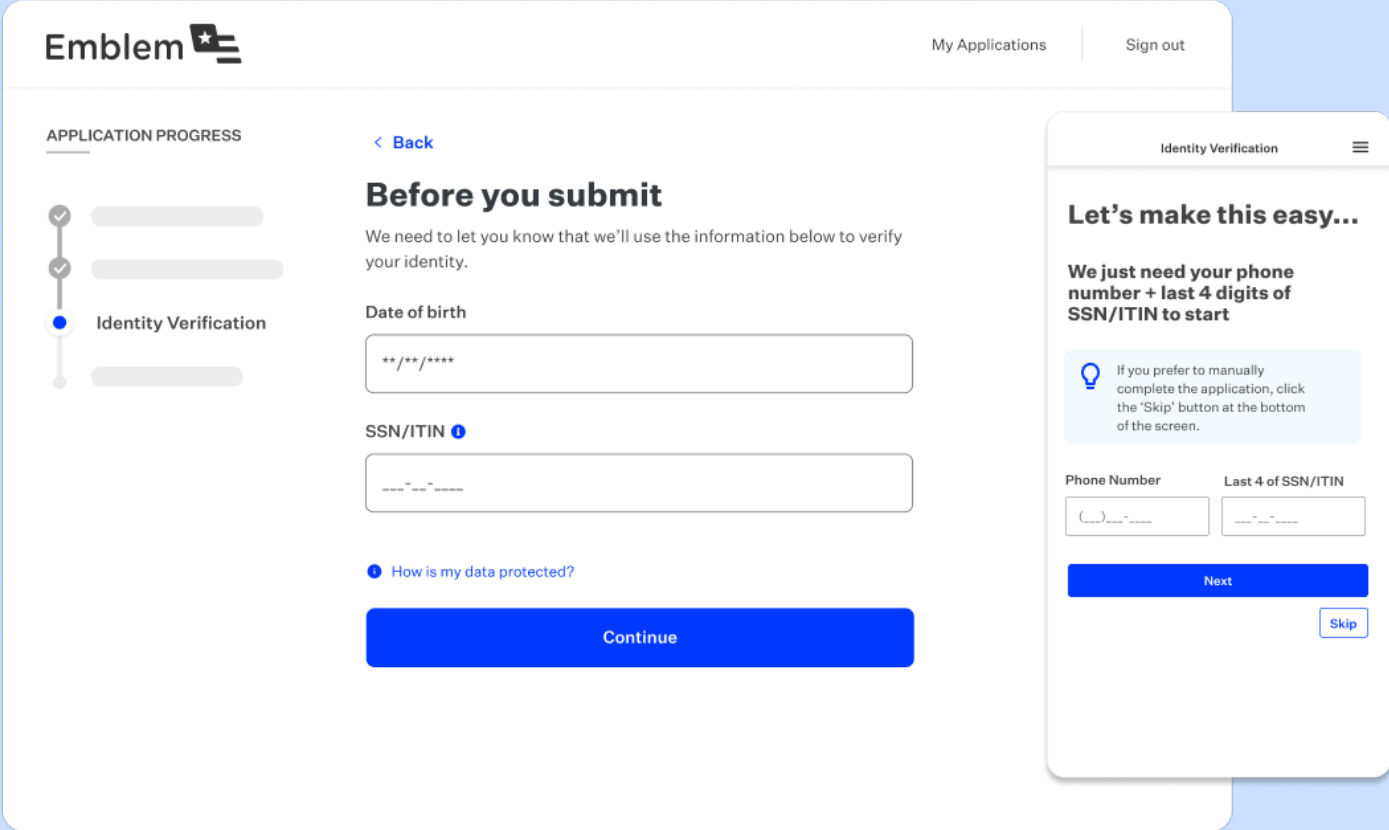
Real-Time Communication

Keeping customers informed throughout the account opening process is crucial. Real-time updates via SMS or email can reassure customers that their applications are being processed

efficiently. This transparency builds trust and reduces the abandonment rate of new account applications.

Enhanced Security Measures

While speed and convenience are essential, ensuring robust security measures during account opening is paramount. Implementing multi-factor authentication and other security protocols can protect customer information and instill confidence in the institution's commitment to safeguarding their data.



Blend Pre-fill

Leverage first and third party data sources to pre-fill application data, reducing time and keystrokes.

Enhancing the Digital Banking Experience

A Catalyst for Deposit Growth



Beyond account opening, the overall digital banking experience plays a significant role in retaining customers and encouraging deposit growth. Here's how to enhance this experience:

User-Friendly Interface

A seamless and intuitive digital banking interface is crucial for customer satisfaction. Financial institutions should invest in user-friendly designs that simplify navigation and transaction

processes. A well-designed mobile app or online banking platform can significantly enhance the user experience, encouraging more frequent use and engagement.

Personalized Services

Offering personalized banking experiences can greatly influence customer retention and deposit growth. By providing tailored financial advice, product recommendations, and customized offers, you can make customers feel valued and understood, fostering loyalty and encouraging higher deposit volumes.

Robust Mobile Banking Features

Mobile banking has become a cornerstone of modern financial services. Features such as mobile check deposit, instant transfers, and real-time account alerts empower customers to manage their finances on the go. These conveniences not only

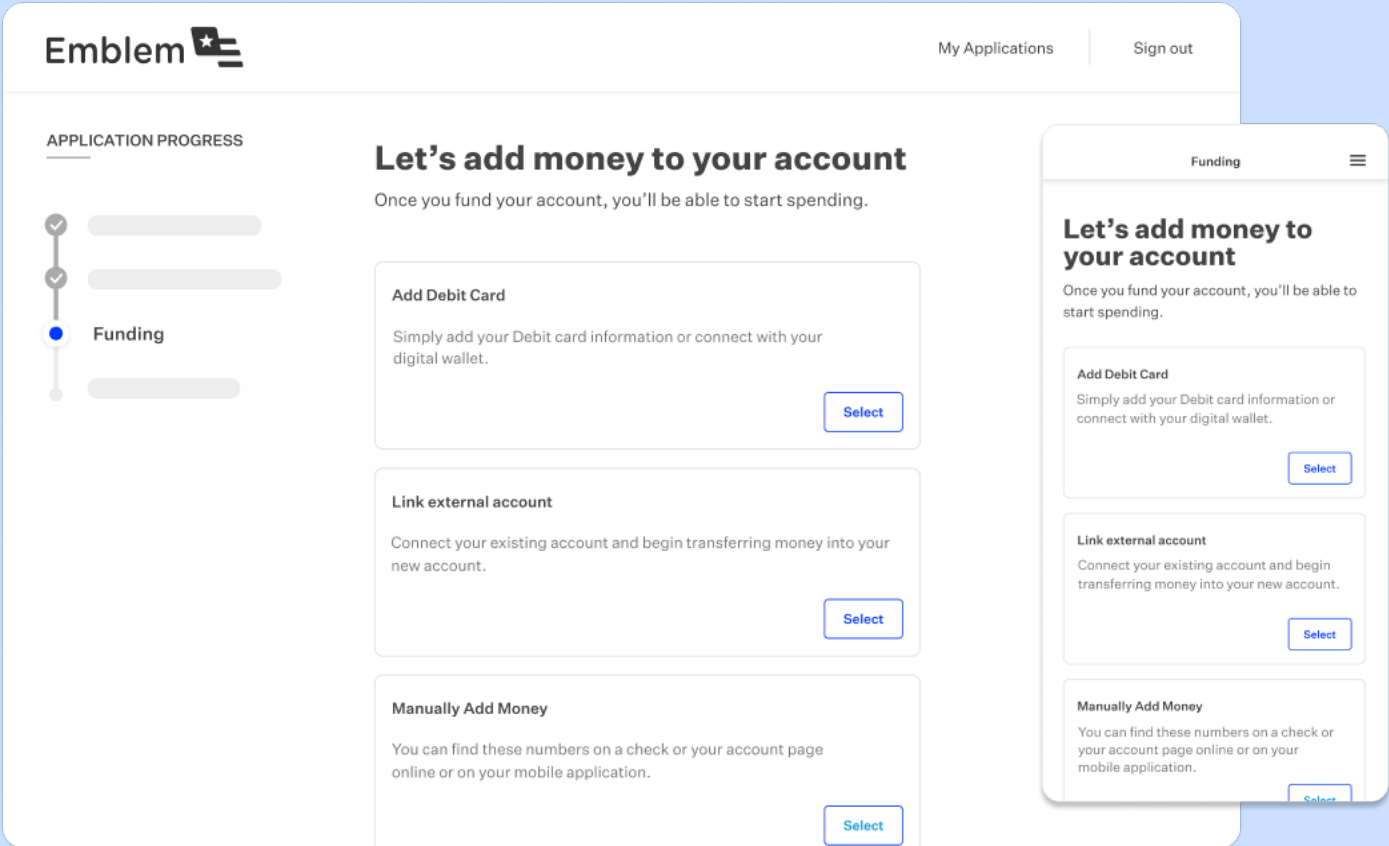
attract tech-savvy customers but also increase engagement among existing users, driving deposit growth.

Integration with Fintech Solutions

Partnering with fintech companies can enhance the digital banking experience by offering innovative services such as budgeting tools, investment platforms, and automated savings programs. These integrations provide added value to customers, making the institution's offerings more attractive and comprehensive.

Continuous Improvement and Feedback Loops

Regularly updating digital banking platforms based on customer feedback and technological advancements is essential. By continuously enhancing features and fixing issues, financial institutions can maintain a competitive edge and ensure customer satisfaction, leading to sustained deposit growth.



Blend Funding Options

Multiple funding options including card funding, ACH, and manual ACH enables new customers to activate account for use in a single session

Measuring Success

Signs Your Account Opening Strategy is Working

To ensure that your efforts in streamlining account opening and enhancing digital experiences are effective, it's crucial to measure success through various metrics:

Increased Account Openings

A noticeable uptick in new account openings is a clear indicator that the streamlined processes and enhanced digital experiences are resonating with customers. Tracking this metric helps financial institutions understand the effectiveness of their strategies.

Higher Customer Engagement

Increased usage of digital

banking features and higher login frequencies indicate that customers find value in the services provided. Engaged customers are more likely to maintain and grow their deposit accounts.

Customer Feedback and Satisfaction

Positive feedback and high satisfaction scores reflect the success of digital banking initiatives. Regularly soliciting customer opinions through surveys and reviews can provide valuable insights into areas of improvement and highlight successful features.

Reduced Acquisition Costs and Enhancing Customer Lifetime Value

By digitizing and automating various processes involved in account opening, you can significantly cut down on operational expenses, and accelerate account activation and utilization. Looking at cost per acquisition, onboarding speed (often measured by days to first deposit or the first five card transactions), and customer retention rates - all of which can help gauge the overall effectiveness of your digital deposit account strategy in driving sustainable growth and profitability.

Growth in Deposit Volumes

Ultimately, the goal of enhancing account opening processes and digital experiences is to drive deposit growth. Monitoring the increase in deposit volumes over time can help financial institutions gauge the long-term impact of their efforts.



Start Powering Deposit Growth Today

The relationship between efficient account opening processes, superior digital banking experiences, and deposit account growth is clear. By focusing on simplifying account opening, offering personalized services,

and continuously improving digital platforms with the right technology stack, financial institutions can attract new customers, retain existing ones, and drive substantial deposit growth.

Embracing these strategies not only enhances the customer experience but also positions financial institutions for long-term success in an increasingly digital landscape.

You can get started with Blend's best-in-class deposit account solution.

Key features include:

- Customer Look-up
- Pre-fill
- Identity Verification
- Card Funding
- Omnichannel Capabilities
- Shopping Cart and Cross Sell
- Counter Offers
- Digital Disclosures
- Automated Follow-ups

[Learn more about Blend's deposit account solution](#)

About Blend

Blend is the infrastructure powering the future of banking. Financial providers — from large banks, fintechs, and credit unions to community and independent mortgage banks — use Blend's platform to transform banking experiences for their customers. Blend powers billions of dollars in financial transactions every day.

To learn more, visit blend.com.