



First Command Bank Sees 35% Growth with Online Account Opening

“We understand the value of offering our clients choices and enabling them to choose whatever option is most convenient for their particular situation. Providing a seamless approach to online account opening strengthens the relationship between the bank, our advisors, and customers.”

- Sherry Sitton

Former EVP Of Operations & Technology



Challenges

- Previous system entailed processing an arsenal of paper forms to open accounts with clients for financial planning services
 - Inefficient, cumbersome, lengthy, and error-prone process (2-day application process)
- Rapid growth increased pressure to improve client experience and make the process of opening accounts easier

Solution

- Digital Banking IQ™ supports an end-to-end digital customer journey with a secure and comprehensive collection of digital account opening, onboarding and banking relationship management solutions
 - Integrates into bank's existing platform; easily accessible for both advisors and clients, while providing functionality to do credit, debit and ACH transactions

Results

- 35% growth in new accounts opened
- Fast integration with CRM platforms with real time account opening
- Dramatic gain in efficiencies through simple account opening process
- Improved customer service experience
- Better reporting and intelligence to identify customers at risk of churn, follow up on abandoned applications and improve cross-sell

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