



Tower Case Study

3-Minute Read

Tower utilizes unique strategies to provide digital services to customers

Tower Community Bank hired an industry outsider to come in and deploy a new department: the Virtual Bank. Through partnering with Invo, Tower is seeing these visions come to life.



Results

Created Virtual Bank Strategy from Scratch

Deployed Video Banking

Implement Other Tools like Scheduling & Chat



Two states



15 Branches



\$360M+ in Assets

About Tower

Founded in 1970, Tower Community Bank opened its doors with the specific task of serving underserved members of the community.

Tower originally served miners, factory workers, and other members of the community struggling to get loans and bank accounts elsewhere.

Launch Tower's first- ever virtual bank

Tower partnered with Invo to create new digital channels that went beyond traditional banking possibilities. They needed tech that was user friendly and easily meshed with existing technologies.

Tower deployed in-branch, web, and mobile video banking, allowing customers to access tellers and staff from anywhere they had internet access. Through tools like co-browsing, electronic signature, and document capture, customers can complete complex financial transactions – from start to finish – on one call.

Deploy strategy that increases revenue

Tower wanted to monetize service tools. They hired a new Virtual Bank Director from outside the financial industry who turned to Invo for help.

By deploying video banking tools, Tower can now utilize existing staff better and save up to \$120K in annual staffing costs. Tower also deployed tools like co-browsing, which sees sales increases near 10% when deployed by financial institutions.



Tower Community Bank branch

Serve underserved customers in the area

Tower Community Bank entered 2023 looking to launch a new Latino bank branch in Murfreesboro, Tennessee, an underserved community needing accessible and convenient banking services.

Tower is launching this branch with the help of Invo digital tools such as web video banking and co-browsing, allowing members of the community to access their bank without being in-person at a branch.



“Our goal is to make [virtual banking] as easy and as obvious as possible.”

Brett Hollenbeck Virtual Bank Director
Tower Community Bank

Schedule a **Quick** Product Demo Today!

- ✓ Learn how to overcome hiring & staffing struggles with digital tools.
- ✓ Discover solutions that deliver seamless on-screen experiences that are proven to cut wait times in half.
- ✓ Find out why features like Co-Browsing increase customer satisfaction

Speak with our Solutions Consultant today to see firsthand how Invo can positively impact your financial institution!

Smart Routing & Service Queuing

Document Capture Technology

Secure File Upload Management

Electronic Signature Capture

Dynamic Co-Browsing Technology

Interested? Give us a call at (855) 468-6843 or visit invosolutions.com/request-demo

