

nbkc bank Boosts Engagement and Builds Primacy with Q2's New Onboarding Solution, Q2 Getting Started

Key Challenges

Tech-forward [nbkc bank](#) ("nbkc") is known throughout the industry for its commitment to providing its customers with a premier digital banking experience. This strategic approach earns the bank superior app store ratings, resulting in its online branch becoming its fastest-growing channel for customer engagement.

Leading these efforts is nbkc's Chief Deposit and Operations Officer Melissa Eggleston. "As a customer-centric organization, we meet the customer where they want to be met," she says. "We think about how to deliver products and services, not from the bank's perspective, but instead, from the customer perspective."

Recognizing the need to enhance the account activation process and to quickly engage new bank customers, nbkc partnered with Q2 in 2023 to beta test the intuitive Q2 Getting Started solution. Q2 Getting Started helps financial institutions cultivate the beginning of a sticky, primary banking relationship with new customers while improving account value and reducing operational costs by guiding the account holder through onboarding tasks. "We knew we had to make things much more obvious and consumable for customers after account origination. We saw additional in-app opportunities to tackle the problem around engagement because that's really what it was about. It was about activation, which parlayed into engagement and a customer utilizing us as their primary bank," Eggleston says.

"Q2 has been our strategic partner since 2014, helping us grow to a \$1.2 billion institution through building a differentiated and forward-leaning digital banking experience."



About nbkc bank

Founded: 1999

Headquarters: Kansas City, MO

Current Market: Business and consumer customers in local and national markets including a large mortgage division

Assets: \$1.2 billion

Q2 Customer Since: 2014

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Melissa Eggleston

Chief Deposit and Operations Officer

Results

Asset Accumulation: 34% of customers interacting with Getting Started successfully leveraged the tool to link external accounts to their new nbkc account, making it easier to transfer in new deposits.

Heightened Security: Enrollment in security alerts increased, with 24% of new customers automatically signing up for the feature through Getting Started.

\$70K in Savings Goals: By incorporating Q2 Savings Goals registration into Getting Started, nbkc has doubled the solution's adoption rate, immediately bringing in 75 new users with an average goal savings amount of over \$900 each, totaling over \$70,000 in new savings goals.

New Communication Channel: 25% of newly onboarded customers immediately engage with the widget.

Solutions

Upon login, newly onboarded customers see the Q2 Getting Started checklist on their digital banking dashboard, which offers clear directions on what comes next. This tool streamlines the activation process by engaging with users and encouraging them to fully set up their new account through services like external account linking. Funding options include submitting a photo of a check for a digital deposit or creating a fast, seamless connection with an outside financial institution. "We do that through Plaid's instant verification. That step has been a really positive experience for customers," Eggleston says.

"We're able to target specific actions," Eggleston says. "Before we had Q2 Getting Started, we were sending a series of onboarding emails. I don't think that's dissimilar to other institutions where you open an account and receive messages like 'welcome, glad you're a customer, here's what's next.' Sometimes, emails can just be a lot of noise to customers. They're still important, and we haven't stopped those because some people want content that way, but Q2 Getting Started builds on those communications."

Addressing industry challenges

Nationwide, financial institutions are struggling with a growing number of people who fail to use their accounts. New accounts are registered but never utilized, leaving the administrative burdens of managing idle accounts. "We're not alone as a financial institution in that we make it easy for a customer to open an account. But, it's not always clear how to

quickly sync their banking needs. This helps them set up direct deposit and security alerts, create savings goals, link accounts, input bill-payer data, and more," Eggleston says.

"For most of our customers, the only interaction they have with us is through our app or our website. Now, they have a new place to see exactly how to do things versus us just sending them an email that they may never read. I think of the app as their online branch. It's their lifeline. That's where they're going to look for things like a routing number, or how to do X or Y, so it just made sense for us to put Q2 Getting Started information where they typically go.

"Q2 Getting Started is another front-and-center communication with the customer that didn't exist before. Now, we have something beyond email, phone calls, or other drip campaigns. We won't stop doing those campaigns because some customers still like to receive information that way, but it's an extra touch point."

Early feedback from customers and internal staff has been overwhelmingly positive.

For more information go to [Q2.com](https://q2.com).