

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

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Q2

