strategycorps

PRIMACY. PROFITABILITY. GROWTH.

Checking Accounts aren't commodities. **They're your highest-leverage growth lever.**

Monetize deposits, deepen primacy, and protect relationships—
with data-driven insights and modern product design that FIs actually need.

THE PROBLEM

Why Community FIs Are Losing Ground

Three Forces Reshaping Checking:

01 Deposit Primacy Is Declining

Long-standing customer/member relationships are under pressure as people spread their finances across multiple banks and fintech apps and deposits start to disappear.

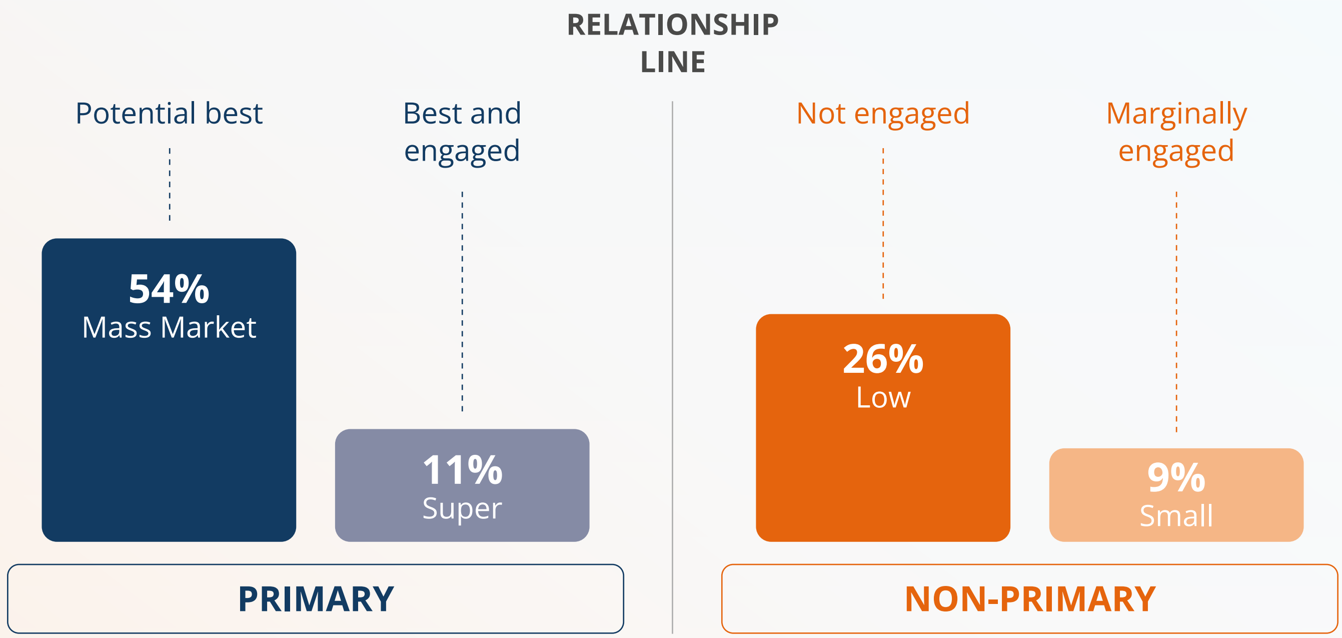
02 Checking Has Become Commoditized

When every FI's checking products look identical, loyalty disappears. Rate wars erode margins without building lasting relationships.

03 Competition Is Intensifying

Competitors are moving faster, and fintechs are capturing everyday accounts. The longer FIs wait to act, the harder it becomes to catch up.

Not All Relationships are Created Equal



THE SOLUTION

Modernizing checking requires more than new products. It requires insight into what's working, design that customers/members actually want, and a partner who guides the modernization—not just installs software.

Primacy Through Data + Design

StrategyCorps delivers a complete checking modernization program—not feature add-ons. We combine portfolio analysis, modern products, and hands-on implementation support to turn checking into your growth engine.

CheckingScore:
See the Full Picture

CheckingScore shows you exactly where deposit relationships are slipping and where you're leaving revenue on the table. You get a prioritized roadmap of which customer/member segments to target and what products will win them back.

BaZing (Retail):
Modern Benefits Customers Want

BaZing Retail delivers modern checking products designed around the benefits customers/members actually want—building deposit growth, sustainable fee revenue, and deeper engagement.

Biz

BaZingBiz (SMB):
Tools Small Business Owners Expect

BaZingBiz gives you the specialized tools to win and retain small business relationships that competitors overlook, offering the cyber security, financial wellness, and purchasing benefits SMB owners demand.

CheckingScore identifies the opportunity. BaZing and BaZingBiz are how you capture it.

THE RESULTS

In year 1 you'll see:	Average Balance	Average Savings	Average Loans	Average Service Charges	Average Debit Swipes per Month	Average NSF/OD
Start	$894	$381	$218	$6.52	10.11	$13.06
1 Year Later Avg	**$2,398**	**$3,575**	**$3,868**	**$46.16**	**17.80**	**$58.68**

Trusted Clients of Ours Have Seen

+60%
Checking balance growth

14x
Service fee revenue growth

400%
Loan balance growth

For customers/members who engaged with Bazing flat fee product

Powering primacy, profitability, and growth through data and design.

LEARN MORE

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