



7 Key Actions and 4 Questions

to Master Onboarding with Swaystack

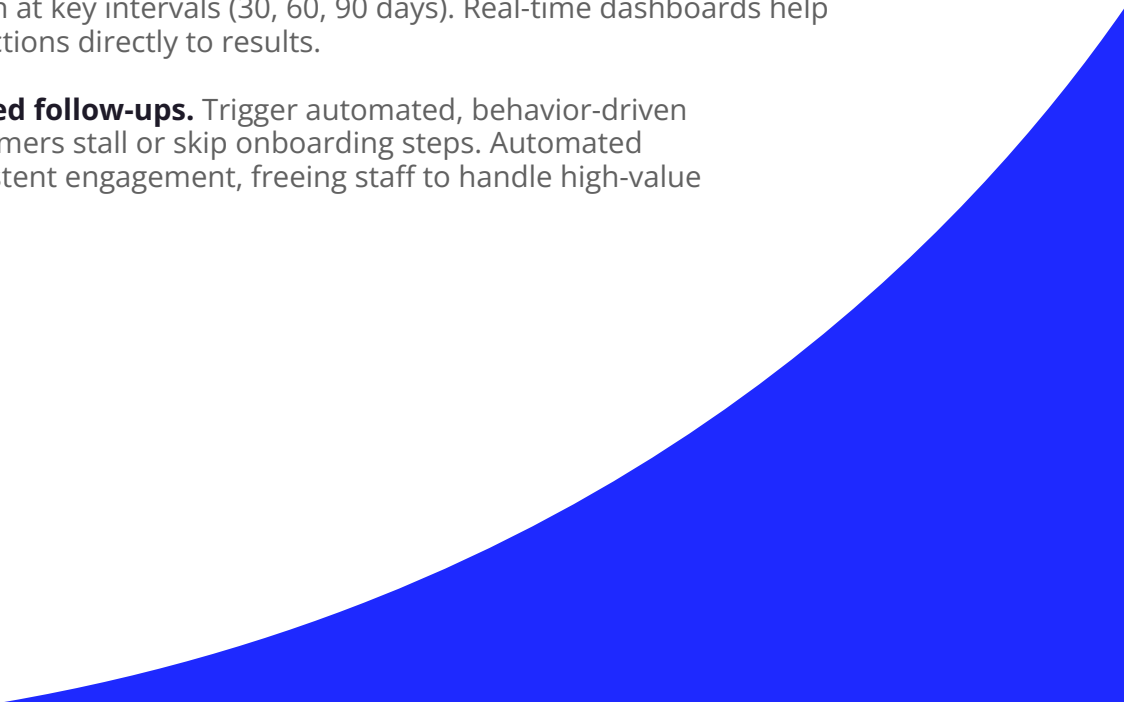


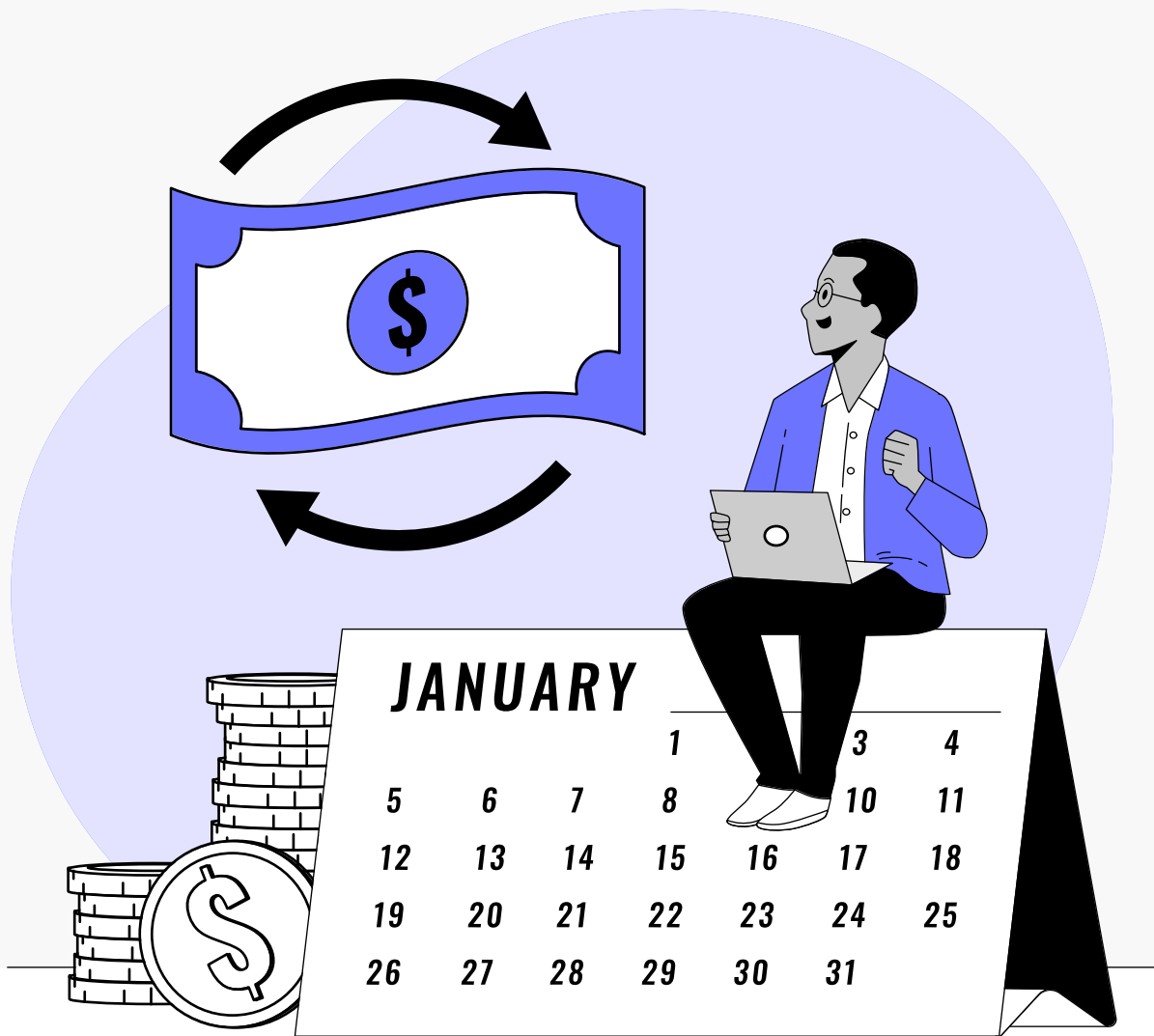
Modern Onboarding Playbook for Community Banks & Credit Unions

New accounts are costly, but nearly half become inactive soon after opening. To transform account openings into active, valuable relationships, onboarding must be intentional from day one.

7 Key Actions for Intentional Onboarding

- 1. Integrate onboarding into digital banking.** Embed onboarding directly within your digital banking platforms. Dashboard checklists prompt immediate setup actions, driving quicker activation.
- 2. Instant funding via account verification.** Prompt new users to immediately fund accounts using secure instant verification (like Plaid), accelerating initial usage.
- 3. Prioritize direct deposit early.** Guide customers and members to switch direct deposits right away. Early paycheck deposits anchor the relationship and increase retention.
- 4. Facilitate subscription transfers.** Make it easy for customers to transfer recurring payments to your debit card or ACH. Removing friction here significantly increases account activity.
- 5. Proactively engage indirect relationships.** Customers and members who join indirectly, such as borrowers or partnership-acquired accounts, often stay disconnected. Personalized email and SMS onboarding helps quickly integrate them as active users.
- 6. Monitor onboarding outcomes in real-time.** Track clear metrics like funding rates and direct deposit adoption at key intervals (30, 60, 90 days). Real-time dashboards help connect onboarding actions directly to results.
- 7. Automate personalized follow-ups.** Trigger automated, behavior-driven reminders when customers stall or skip onboarding steps. Automated prompts ensure consistent engagement, freeing staff to handle high-value interactions.





4 Essential Questions to Evaluate Your Onboarding

Who owns onboarding from day one? Clear accountability. prevents new customers and members from being overlooked.

How do we measure true activation? Go beyond account opening; track meaningful actions like initial funding, direct deposit setups, and card swipes per month.

Are we capturing daily financial activities? Ensure that onboarding actively encourages customers to shift their everyday banking behaviors.

How quickly do we re-engage inactive accounts? Swift intervention at early signs of inactivity significantly reduces churn.

Proven Outcomes

Gamified Onboarding Dashboards

Personalized in-app dashboards motivate customers and members with clear steps and achievable milestones, improving completion rates and satisfaction.

Incentives That Drive Loyalty

Initial incentives combined with intuitive onboarding have successfully transformed short-term gains into lasting, high-value relationships. For example, "Earn a \$400 Intro Bonus when you switch your direct deposit, maintain a \$1,500 balance, and use your debit card 10+ times on average for 3 months."

Rapid Re-Engagement Reduces Churn

Institutions proactively engaging customers and members at the first sign of inactivity cut first-year churn dramatically, securing profitable long-term relationships.

"Swaystack solves the problem we wrestle with every day. We need members to activate their checking accounts and stick around, not just open and disappear. Most platforms stop at the welcome message. Swaystack keeps going. It nudges, guides, and pushes members to take the steps that actually matter."

Deb Dietz, CEO of Family
Financial Credit Union

Recent Campaign Results:

Open Rate: 73.9%

Click-Through Rate: 55.3%

Every account opened represents a substantial investment. Intentional onboarding turns these investments into active, valuable relationships.

**Book a Demo to Modernize
Your Onboarding.**

