swaystack

From Account Opening to Primary Relationship

How Banks & Credit Unions Turn New Accounts into Active, Funded, Primary Relationships.

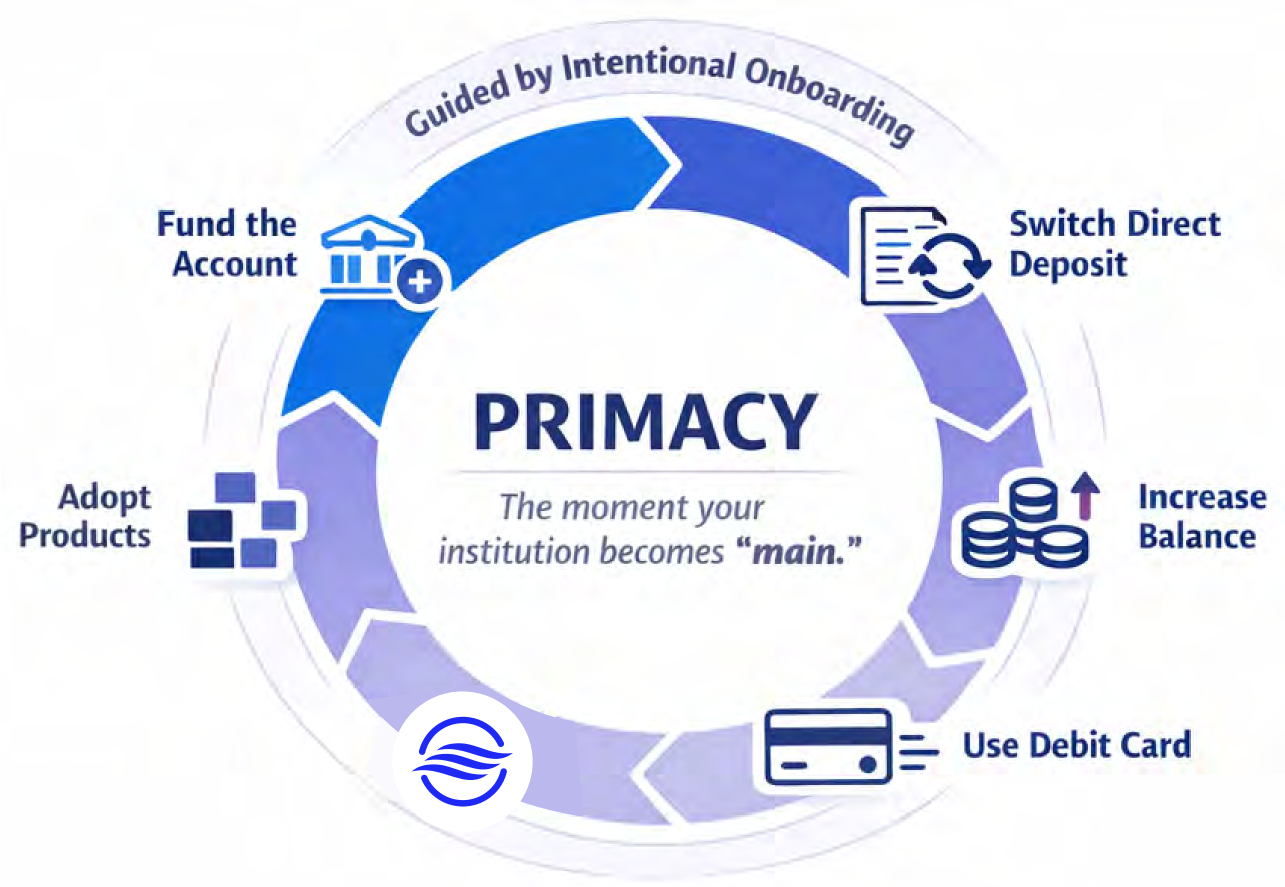
Executive Framing

Why onboarding is the real growth lever

Opening an account is not the win. Activation is.

Across banks and credit unions, a significant share of new checking accounts go unfunded, unused, or inactive within the first year, eroding ROI on acquisition and limiting long-term growth.

This playbook outlines how financial institutions can intentionally guide new and existing account holders through the behaviors that signal primacy.



What this playbook delivers

A practical framework to:

- Activate checking accounts
- Win direct deposit
- Increase balances and usage
- Reduce early churn

Who this is for

- Retail & Deposits
- Digital & CX
- Marketing & Growth
- Executive Leadership

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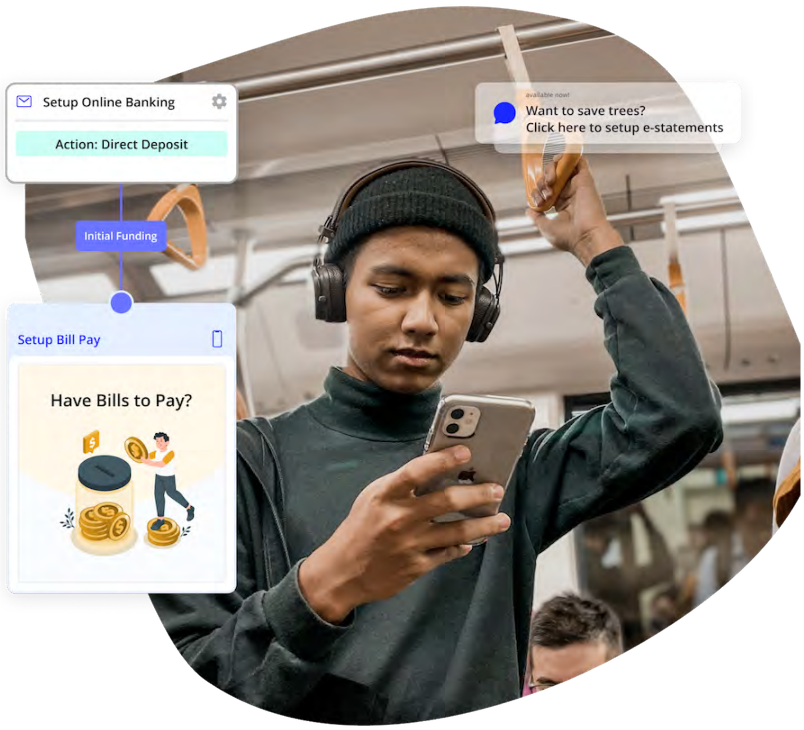


The Swaystack Activation Framework

Swaystack focuses on one core principle:
Guide account holders to the next meaningful action, at the moment it matters most.

The platform is embedded across email, SMS, and online banking, designed to influence behavior during the critical first 30–90 days and beyond.

Every outcome in this playbook ties back to intentional habit formation.

The Metrics Behind Active, Primary Relationships

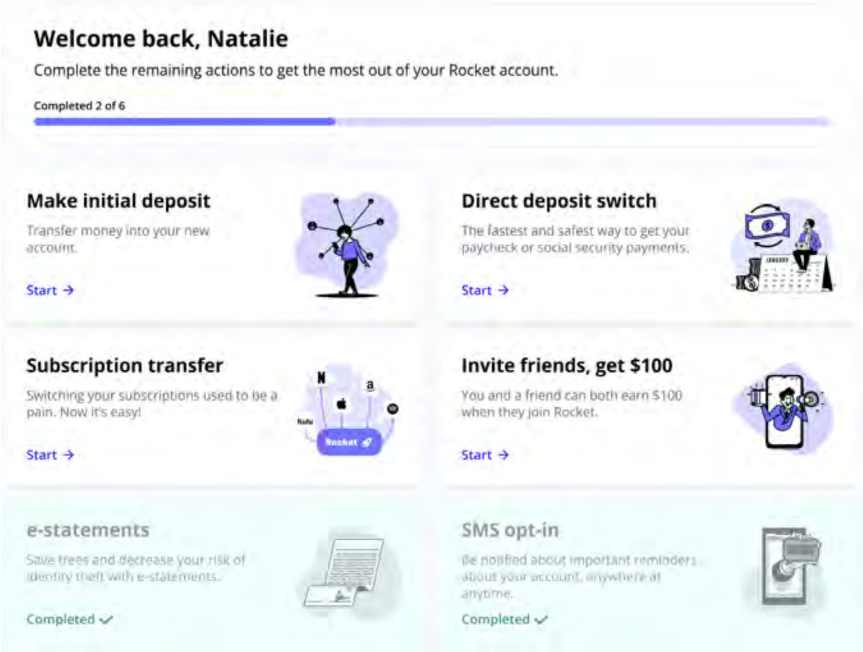
Increase Active Checking Account %

The story behind the metric

Most checking accounts don't fail loudly. They fail quietly.

An account holder opens an account with good intent, but without clear guidance, the account never becomes part of their daily financial life. No funding. No transactions. No habit. From the institution's perspective, the account exists but the relationship never really started.

Checking account activity is not driven by more features. It's driven by momentum. When early actions are clear and achievable, account holders move forward. When they're not, they stall.



Why this matters

An inactive checking account is a sunk acquisition and maintenance cost.

The behavior that unlocks it

- First deposit
- Digital banking enrollment
- First successful transaction

How Swaystack helps

Guided onboarding journeys prompt account holders to fund, enroll, and transact early.

Proof signals

- +21% digital banking enrollment
- +24% account holders with $200+ deposit in first 30 days

Increase Card Utilization per User

The story behind the metric

Debit cards don't compete on design. They compete on convenience.

If an account holder's subscriptions and daily purchases stay elsewhere, usage follows habit not preference. The fastest way to change card behavior is to remove friction at the moment it matters most: recurring spend.

Top-of-wallet status is earned by making the right action effortless.

Why this matters

If the card isn't used, the interchange is lost.

How Swaystack helps

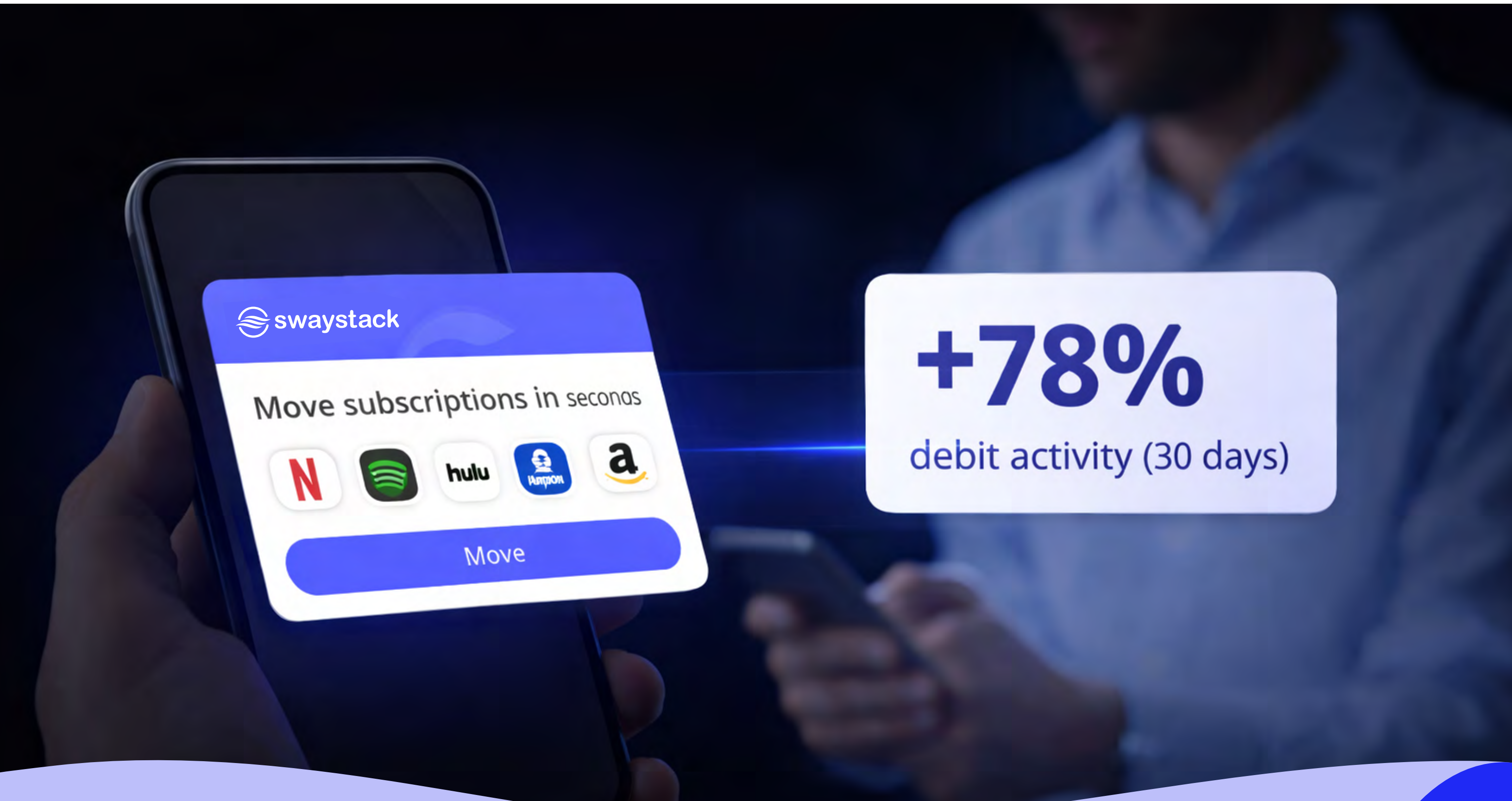
Subscription transfer experiences make it easy to move recurring spend.

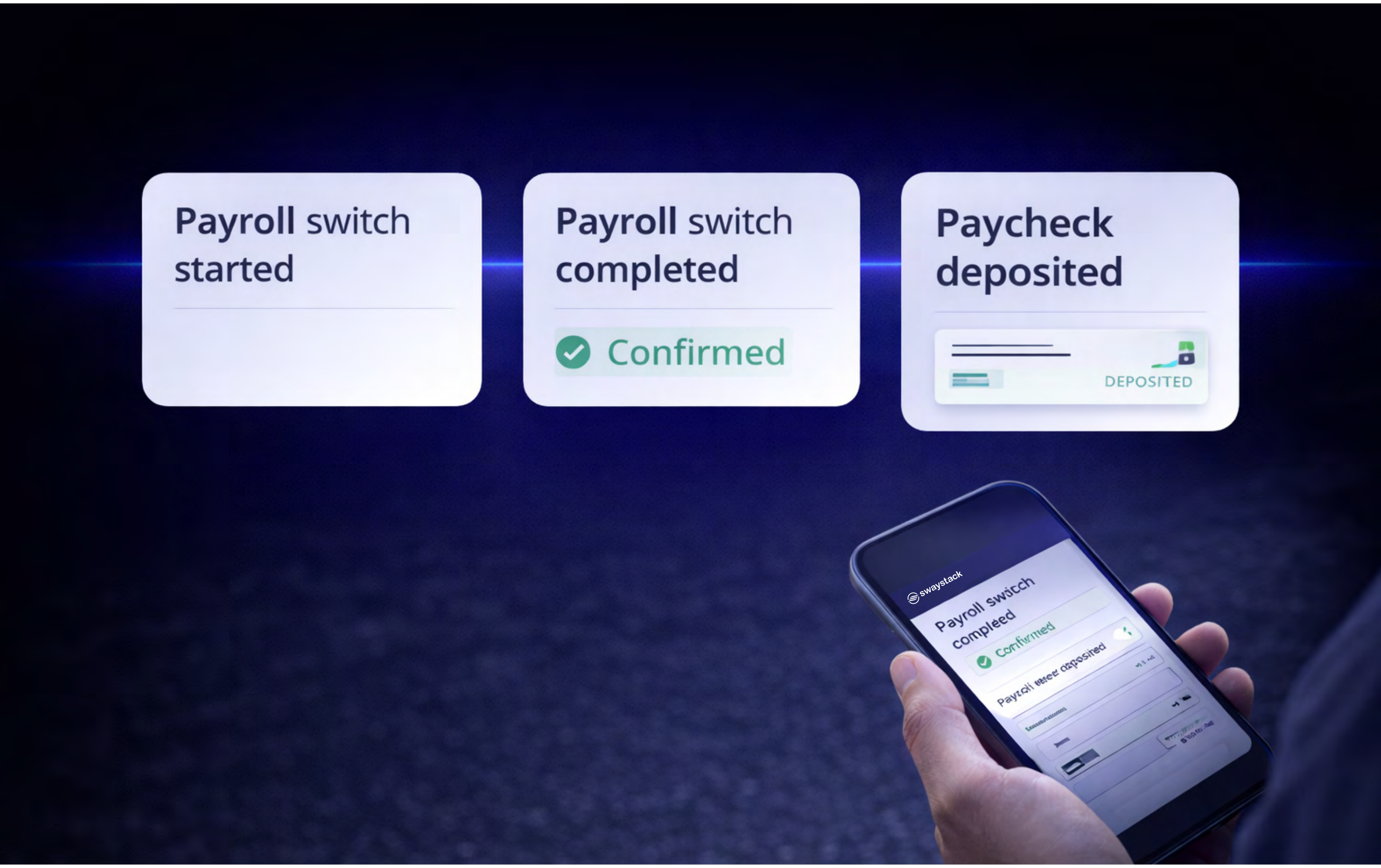
The behavior that unlocks it

- Card-on-file setup
- Subscription transfers
- Card activation & issuance

Proof signals

- 78% more debit activity in first 30 days
- Improved top-of-wallet status





Increase Direct Deposit %

The story behind the metric

A checking account becomes primary the moment a paycheck lands.

Direct deposit is more than a setup task, it's a declaration of trust. Account holders don't switch their paycheck casually. They do it when they feel confident the account will work for their real life, every two weeks, without friction.

Institutions that delay the direct deposit conversation often lose it entirely. Those who guide it early win primacy before competitors even realize there was a decision to be made.

Why this matters

Direct deposit is the strongest indicator of primacy.

The behavior that unlocks it

- Payroll switch completion
- Early paycheck deposit

How Swaystack helps

Embedded direct deposit switch reduces friction and guides completion.

Proof signals

- Higher first-30-day funding
- Improved long-term retention

Increase Account Balances per Account Holder

The story behind the metric

Users don't move money all at once. They move it when confidence builds.

The first deposit proves the account works. The second proves it's reliable. Over time, balances grow not because of incentives alone, but because the account holder feels guided, supported, and in control.

Balance growth is a byproduct of trust earned step by step.

Why this matters

Low balances limit product usage and lifetime value.

The behavior that unlocks it

- Initial and repeated funding
- Confidence to move more money.

How Swaystack helps

Modern funding methods and clear guidance accelerate early balance growth.

Proof signals

- +24% account holders with $200+ deposit in 30 days
- $4.7M in direct deposits for one FI in the first 5 months.

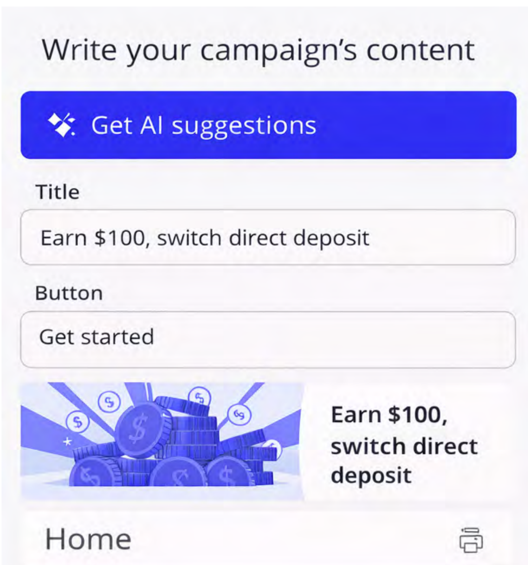
Existing Account Holder Re-Engagement

The story behind the metric

Dormancy doesn't mean disinterest. It means interruption.

As life changes and priorities shift, users may disengage not because they have consciously chosen to leave, but because they simply forgot the value that made them stay.

Re-engagement works when it feels relevant, timely, and personal, not promotional.



Why this matters

Dormant account holders are recoverable if engaged early.

The behavior that unlocks it

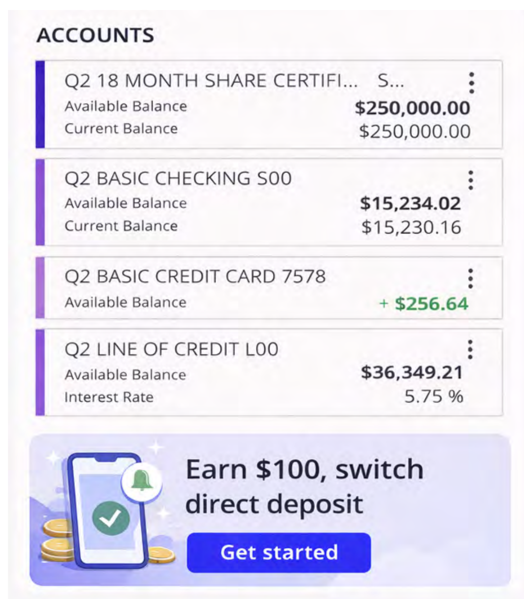
- Re-entry into digital banking
- Completion of missed actions

How Swaystack helps

Always-on journeys reintroduce value and prompt action.

Proof signals

- 71% Increase on digital account openings
- Engagement recovery benchmarks



Increase Amount of New Deposits

The story behind the metric

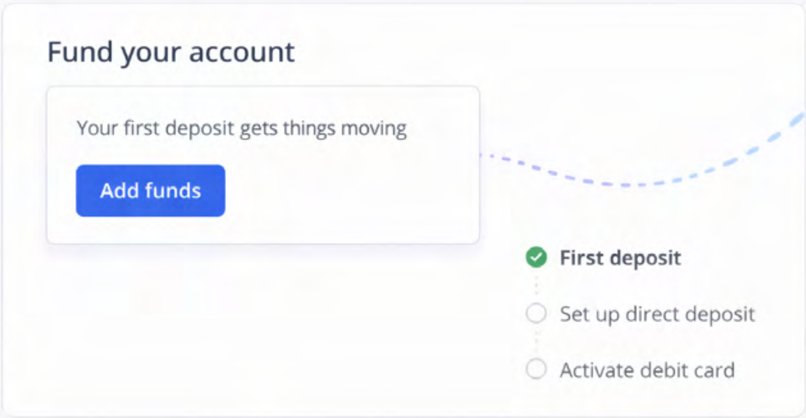
The first deposit is the hardest—and the most important. It's the moment a new account turns from intent into trust.

New account holders don't hesitate because they don't want to fund. They hesitate because the path to funding is unclear, slow, or easy to abandon.

Most digital banking experiences still rely on multi-step account linking:
link an external account, wait for micro deposits, hunt them down days later, then come back to finish funding—if they remember at all.

Every delay introduces doubt. Every extra step loses momentum.

When funding is instant and obvious, action follows. The faster the first deposit happens, the faster the relationship accelerates.



Why this matters

New money signals trust.

How Swaystack helps

Clear funding prompts remove uncertainty and friction.

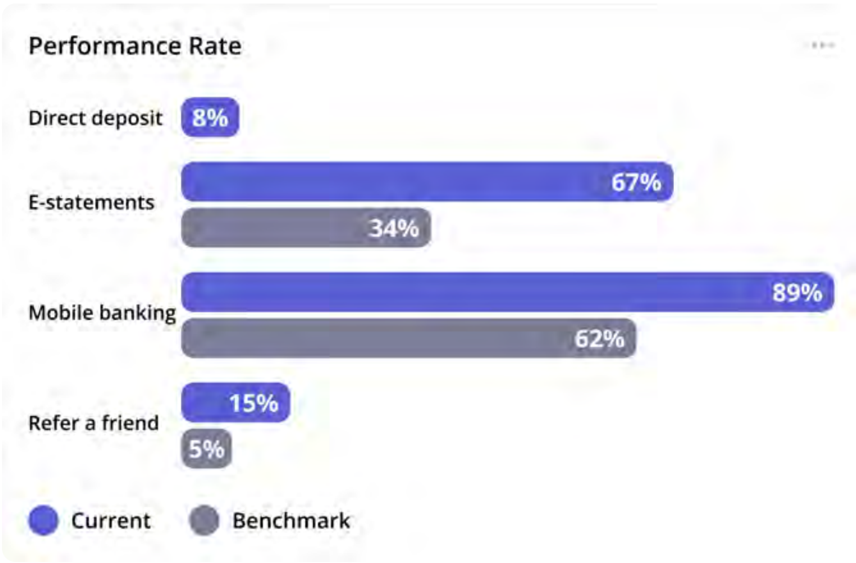
The behavior that unlocks it

- First deposit
- Guided next steps

Proof signals

- Increase in $200+ funding in the first 30 days

Measurement & ROI Alignment



What to measure

- 30 / 60 / 90-day activation checkpoints
- Funding, direct deposit, card usage

Why it matters

Clear measurement ties onboarding actions to revenue, retention, and operational efficiency.

Owning Onboarding End-to-End

When onboarding is owned, activation follows.

Swaystack helps financial institutions move from fragmented efforts to a system that builds primary relationships by design.

Next step: Book a strategy session or explore the deep-dive resources at *swaystack.com*

Book Now