

Change is good:

# How to pivot with your digital banking vendor during the pandemic

Dave Waller, Q2





**SXSW** ↙







# What did Q2 do for customers?

- Q2 CARES – Restructured agreements to reduce expenses for our customers
- User conference went virtual
  - 50% more attendance
- All go-lives were remote
  - One bank had 32% of users log in on first day
  - Another had 67% of users log in on first day
- Lending team created a PPP origination system in 2 weeks
- Added 30% more capacity in our data center



# What happened at your bank when CARES act stimulus checks dropped?

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## Banks see online banking outages as stimulus checks drop


Atlantic Union Bank, BB&T, SunTrust and others have reported issues.


PUBLISHED APRIL 15, 2020 BY SYDNEY LAKE

Some of the top banks in Virginia [in terms of 2019 deposits](#) reported issues with customers being unable to access their online banking accounts Wednesday — the same day that millions of Americans expected to receive federal stimulus checks of at least \$1,200 deposited into their accounts.

“Downtime for banking systems is so incredibly rare,” said Virginia Bankers Association President and CEO Bruce Whitehurst. “Banks are really good about keeping their customers up to date with exactly what’s going on any time they have downtime.”

Richmond-based Atlantic Union Bank first reported the outages Wednesday morning, and the bank

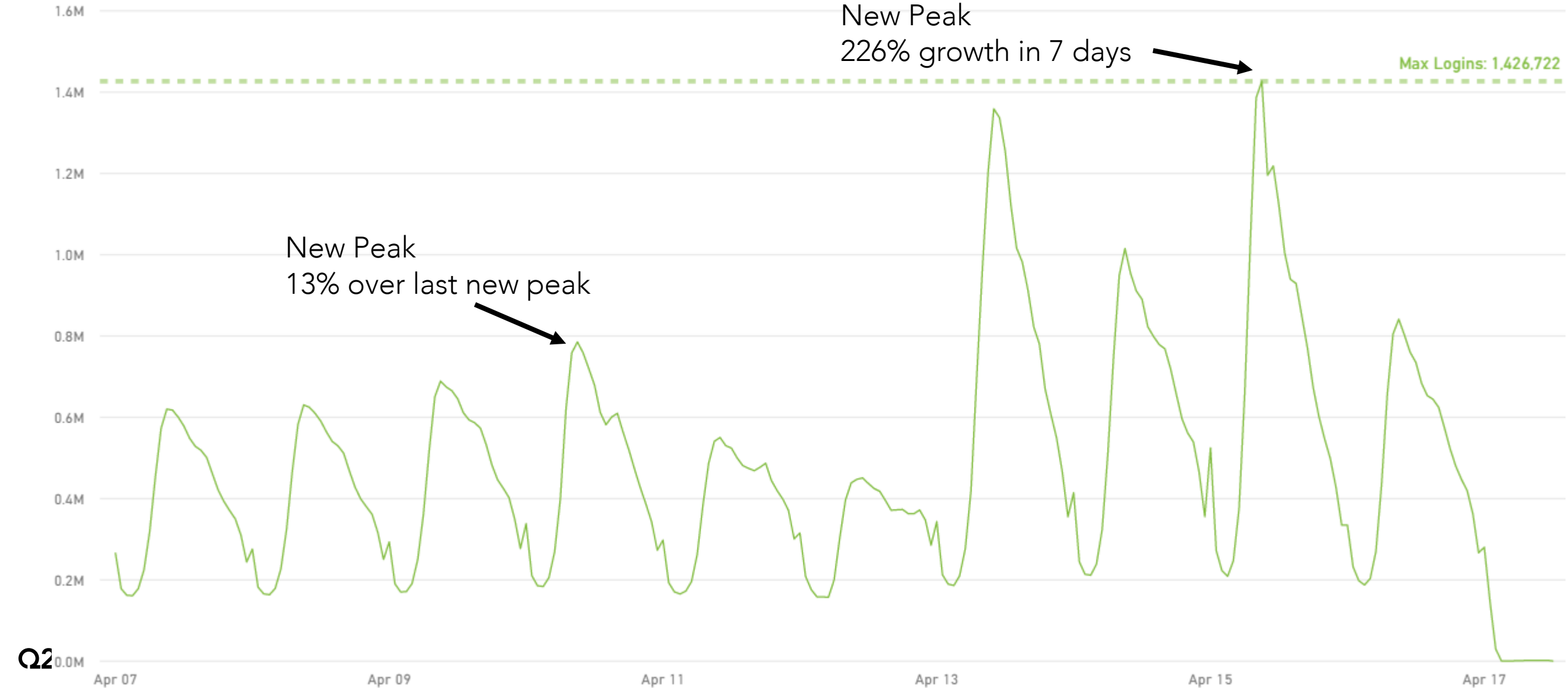
Accounts 

 Your account information is temporarily unavailable.  
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Many banking customers experienced problems accessing their accounts on April 15.

# Q2 Logins - Week of April 15<sup>th</sup>

*First wave of Stimulus Payments*



# Where were people logging in from?

## Logins

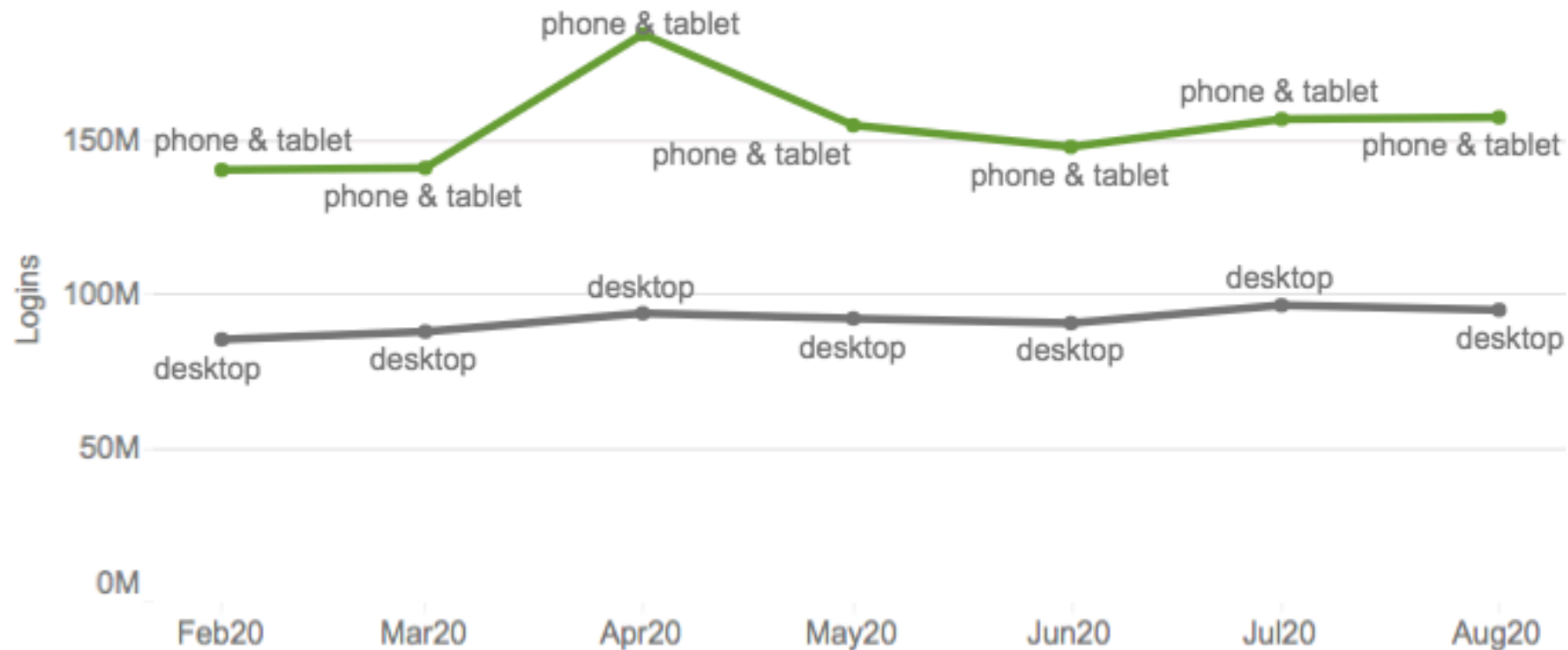
The number of times users accessed online banking, including via SSO solutions. Phone and tablet logins include mobile app and mobile browser logins.

### View Logins By

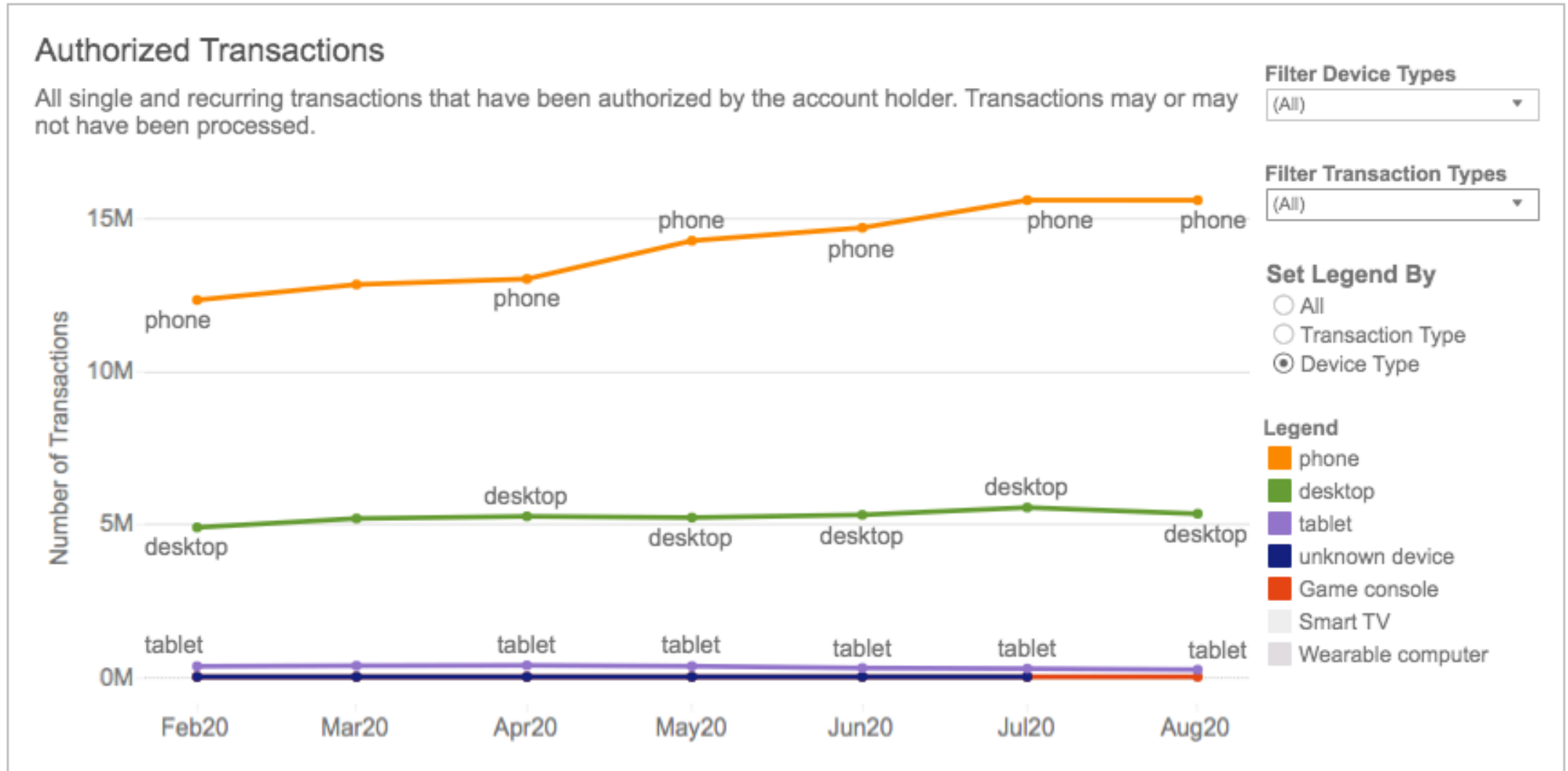
- All
- Device

### Legend

- desktop
- phone & tablet

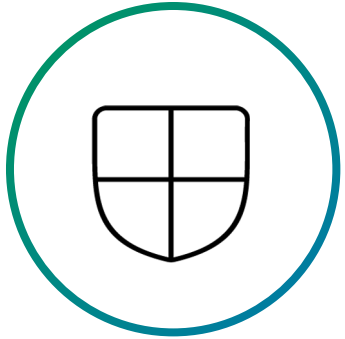


# What about authorizing a transaction?





# Lessons learned



Mobile parity with desktop is critical



Need to master online customer relationships



Infrastructure matters



## PRIORITY ACCOUNTS

View all

Operating Account

Available Balance  
Average Collected Balance

Inventory Account

Available Balance  
Average Collected Balance

Fulton St

Available Balance  
Average Collected Balance

Commercial Line of Credit

Available Balance

Meet your new Relationship Manager!



We are pleased to introduce **David Murphy** as your dedicated Relationship Manager. David brings 15 years of business banking experience with expertise in Cash Management and SBA Lending.

David is deeply involved in his local community. He serves on advisory boards for the Chamber of Commerce and Junior Achievement.

David can be reached at 512-439-6525 or [dmurphy@thrive.com](mailto:dmurphy@thrive.com).

Remind me later

OK Thanks!

ACH & Wires

Activity Center

Remote Deposit

Lockbox

Help

Be  
absolutely  
positive

ACH & Check  
Positive Pay  
Account  
Reconciliation  
Corporate  
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## FX RATES

Currency

Amount

Enter an Amount and Currency

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\$401,297.35

21,385.75  
\$25,080.20

47,099.95  
\$1,570.00

45,990.60

Let us guide your small business  
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## PRIORITY ACCOUNTS

View all

Operating Account  
Available Balance  
Average Collected Balance

Inventory Account  
Available Balance  
Average Collected Balance

Fulton St  
Available Balance  
Average Collected Balance

Commercial Line of Credit  
Available Balance



In order to get to know you and your business better, what is the most important aspect of choosing your primary financial institution?

- ☐ Value for fees charged
- ☐ Relationship with banker
- ☐ Reputation and brand
- ☐ Range of services offered
- ☐ Digital functionality
- ☐ Proximity to your business locations
- ☐ Size and perceived stability

Do you have any additional thoughts you would like to share with us?

Comments (optional)

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Activity Center

Remote Deposit

Lockbox

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ACH & Check Positive Pay  
Account Reconciliation  
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\$21,385.75  
\$25,080.20

\$47,099.95  
\$1,570.00

\$145,990.60

## FX RATES

Currency


Amount



Enter an Amount and Currency

# Trends I am seeing...





When you can't control  
what's happening,  
challenge yourself to  
control the way you  
respond to what's  
happening. That's  
where your power is!

- Elia (The Mind Journal)

- Renaissance in Community Banking
- The competition is promoting digital:
  - Capital One – Account opening
  - Wells Fargo – Mobile Deposit
  - SoFi – Mobile Banking
  - PNC – Virtual Wallet Checking
- Digital Evaluations are accelerating
- Lending processes are being digitized
- Video is a differentiator
  - How are you using it?
- Engagement in digital is critical

# Action items...



“Never let a good crisis  
go to waste”

- Don't let Covid be an excuse for inaction!
- REALLY use your digital tools and take note of what you like and don't like
  - Send these to your **Head of Retail!**
- Think about engaging with customers digitally. What are you planning to do? How are you using things like chat, video, text messages to communicate?
- Ask your current vendor for volume trends
  - What spikes did your online system see in April?
  - What commercial customers had ACH or Wire volumes change? Call them!
  - It's a problem if your current vendor makes it difficult to answer these questions
- Do something unexpected for someone
  - Give an employee a \$25 gift card, coupon at a restaurant that is a customer
  - Call a customer to just to say hello

# Thank You!

I'm happy to help you!



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