

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?

The screenshot shows the top of a web page with a black navigation bar containing 'Subscribe', 'Advertise', 'Contact Us', and 'Events'. Below this is the 'VIRGINIA BUSINESS' logo and a blue banner for 'TRUSTED ENERGY PARTNER' with a 'LEARN MORE' button. A secondary navigation bar lists 'Issues', 'Industries', 'Regions', 'Reports', 'Company News', 'Opinion', 'Lists', 'Awards', and 'Vi'. The main content area features a breadcrumb trail 'Home > News > Banks see online banking outages as stimulus checks drop'. The article title is 'Banks see online banking outages as stimulus checks drop' with a sub-headline 'Atlantic Union Bank, BB&T, SunTrust and others have reported issues.' The byline reads 'PUBLISHED APRIL 15, 2020 BY SYDNEY LAKE'. The article text states that some top banks in Virginia reported issues with customers unable to access their online banking accounts on Wednesday, April 15, 2020, the day millions of Americans expected to receive federal stimulus checks of at least \$1,200. A quote from Virginia Bankers Association President and CEO Bruce Whitehurst is included. On the right side of the article, there is a blue 'Accounts' button with a 'Settings' gear icon. Below it is a red warning triangle with the text 'Your account information is temporarily unavailable. Please try again later.' and a 'Refresh' button. At the bottom of the right sidebar, it says 'Many banking customers experienced problems accessing their accounts on April 15.'

Q2 Logins - Week of April 15th

First wave of Stimulus Payments

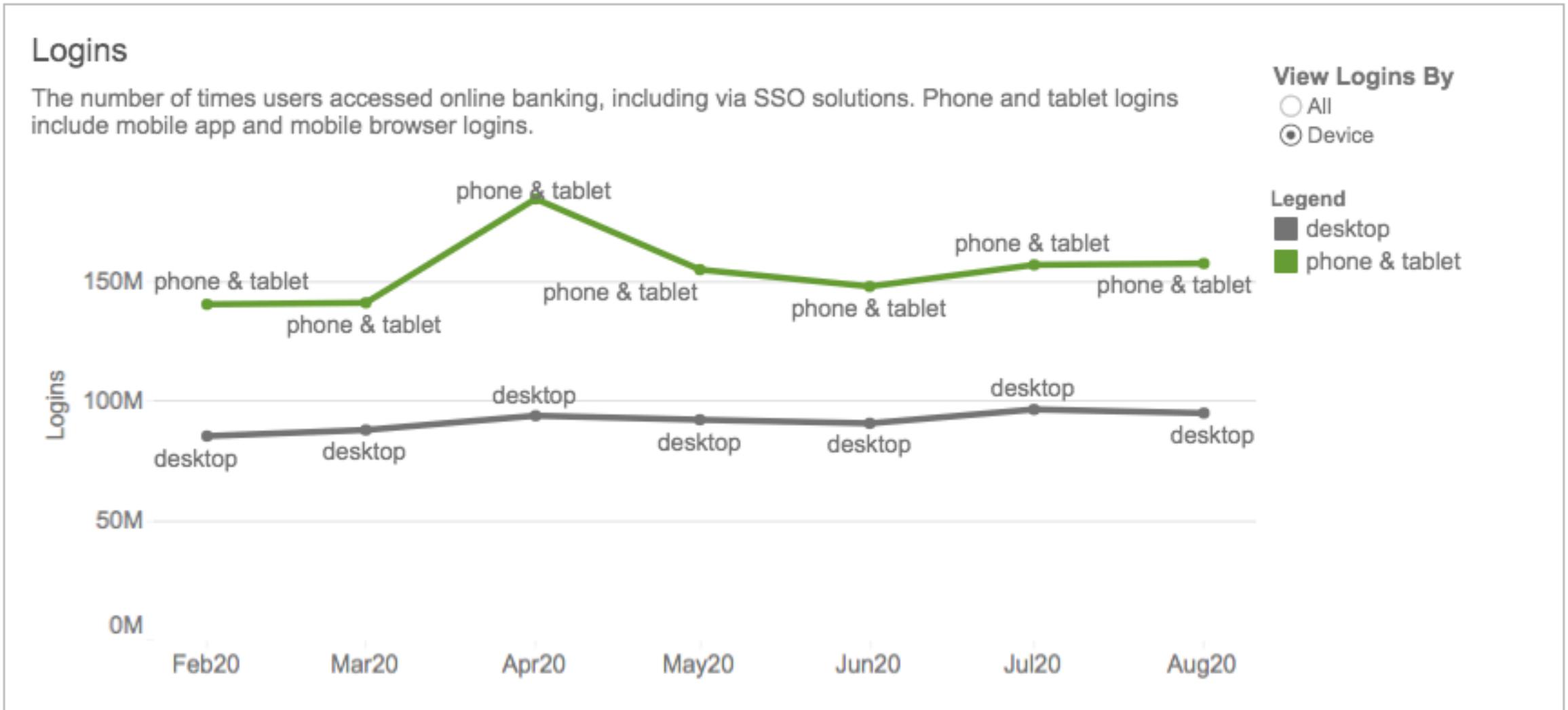


New Peak
226% growth in 7 days

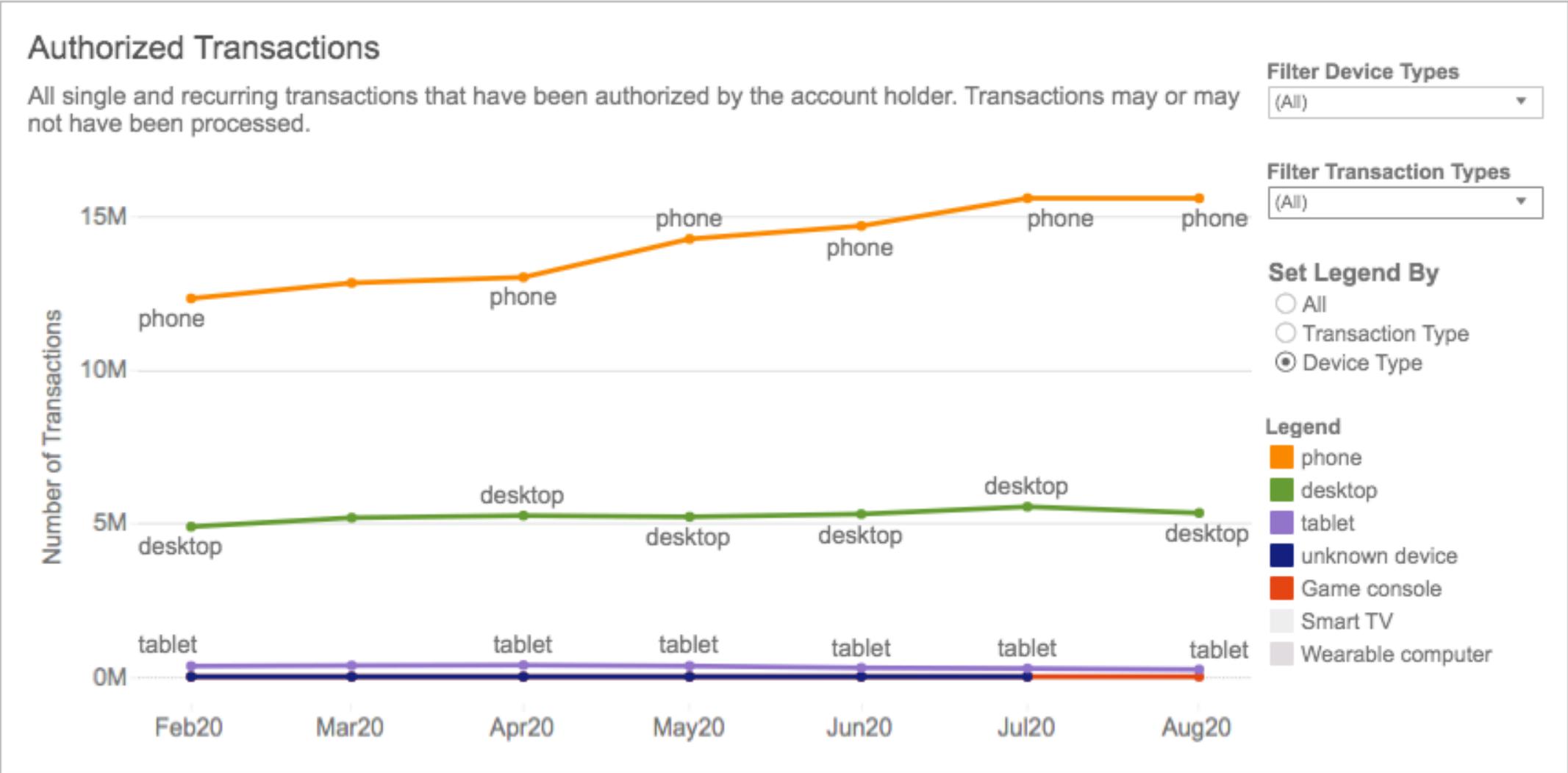
New Peak
13% over last new peak

Max Logins: 1,426,722

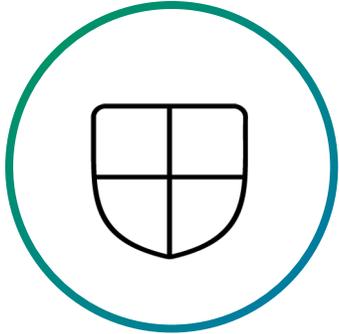
Where were people logging in from?



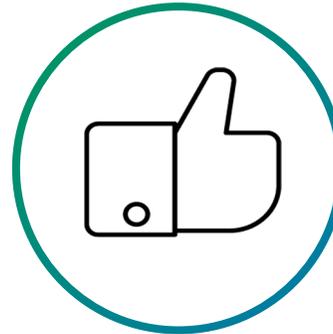
What about authorizing a transaction?



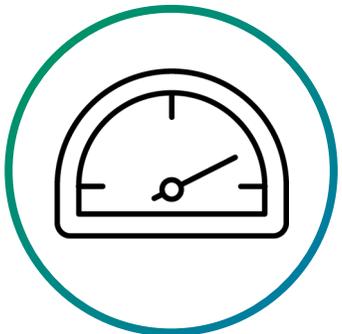
Lessons learned



Mobile parity with desktop is critical



Need to master online customer relationships



Infrastructure matters

Let us guide your small
Paycheck Protection

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.

Remind me later

OK Thanks!



ACH & Wires >

Activity Center >

Remote Deposit >

Lockbox >

Help >



Be absolutely positive

ACH & Check Positive Pay
Account Reconciliation
Corporate Reporting



Visit us online to learn more. >

21,385.75
\$25,080.20

47,099.95
\$1,570.00

45,990.60

FX RATES

Currency

Amount

Enter an Amount and Currency

Need a multi-account report?

View Information Reporting

\$401,297.35



Let us guide your small business
Paycheck Protection

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)

Submit



Log Off



ACH & Wires >

Activity Center >

Remote Deposit >

Lockbox >

Help >



\$21,385.75
\$25,080.20

\$47,099.95
\$1,570.00

\$145,990.60

Be absolutely positive

ACH & Check Positive Pay
Account Reconciliation
Corporate Reporting



Visit us online to learn more. >

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!

- ELA (THE BLEND 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!



Dave Waller

Phone: 512-633-0388

Email: dave.waller@q2.com

Twitter: @TexasHokie

LinkedIn:

<https://www.linkedin.com/in/davidkwaller/>

Follow Us!



@Q2_Software

twitter.com/Q2_Software



@q2software

[instagram.com/q2software](https://www.instagram.com/q2software)



Q2

[linkedin.com/company/q2software](https://www.linkedin.com/company/q2software)



Q2Software

[facebook.com/Q2Software](https://www.facebook.com/Q2Software)