



The gold standard in digital banking

# Beyond a Single Transaction: Digital Account Opening



Opening an account at your FI is usually the longest engagement your users will have with your organization. The key strategy to engaging with your users is reframing the account opening process from a single transaction to a continuous experience, powered by intuitive, robust digital account opening solutions.

Your organization needs a robust digital account opening solution to deliver a frictionless onboarding experience that goes beyond a single transaction.

## Digital Account Opening Solutions

**80%** Streamlining the digital account opening process and acquiring new customers is the top priority for 80% of FIs in 2020. - *BAI*

Alkami offers several digital account opening solutions to help your FI acquire more account openings and provide your users with an improved online engagement experience.

Bottomline optimizes digital sales and conversion rates for both consumers and businesses via secure, convenient, and intelligence-driven customer engagement and acquisition solutions. It also offers self-service functionality that empowers your users to configure product offerings, disclosures, and workflows.

TurnKey Lender is a unified lending management system that automates every step of the lending process. Machine learning algorithms and AI scoring capabilities allows your FI to continually transform the digital experience for your users.

Quick Apply increases your conversion rates of completed applications through a digital, customizable, secure, and easy solution. Personalize loan and account creation workflows to provide your users a seamless experience.

## Discovering Your Digital Account Opening Strategy

**75%** of online applicants exit prior to completing the opening of Deposit Accounts - *AITE GROUP*

Your digital account opening strategy begins with your users. Your FI must capture users' expectations to develop a digital experience that meets their demands. Your FI also must understand the challenges your users are experiencing when opening a new account digitally to find the optimal solution. Another crucial component is developing an integrated marketing strategy that takes product selection into account as well as establishing long-term user engagement. Beyond that, guiding your users to their next best product or service becomes key for engagement and retention.

**For more information about digital account opening solutions on the Alkami Platform, contact your Alkami representative or visit [Alkami.com](https://alkami.com).**