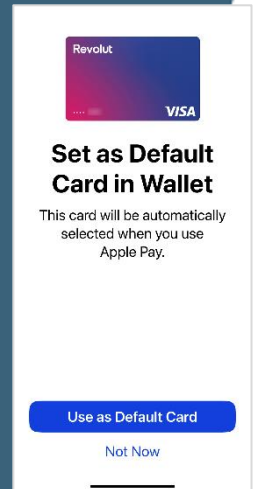
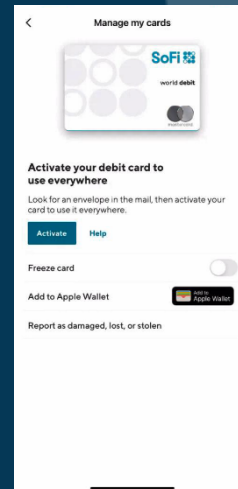


Fintechs lead charge to wallet

Of the fintechs that offer retail checking accounts tracked by the Digital Banking Analyzer, 45% now offer the ability to provision the debit card to the new customer's digital wallet on account application approval. That's compared to 7% of national banks and 2% of credit unions.

Beside account linking, highlighting account features and funding offers, provisioning is considered a key emerging capability, enabling the new cardholder to begin spending immediately and without having to wait for a physical card to arrive. The capability also taps into the provider's contactless payment capabilities immediately following approval and empowers new users to promptly utilize the virtual debit card. This also offers the opportunity to encourage the new card to be set as the wallet's default option – to drive top-of-wallet usage.

Among the major providers offering a similar capability, Wells Fargo and American Express encourage digital wallet provisioning, with these banking leaders considering it as an essential part of onboarding.



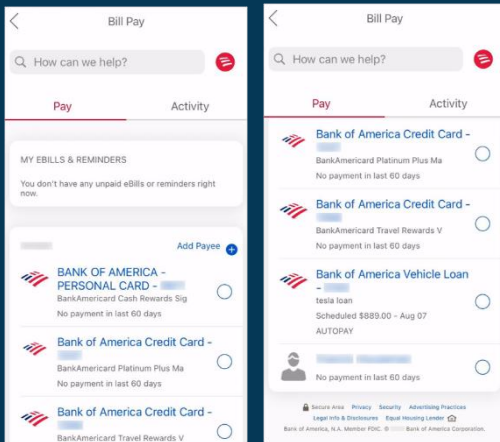
Predicting upcoming bills

Leading providers are increasingly thinking about consumer financial management needs by offering the ability to view upcoming bills and payments within the mobile platform. This is a feature increasingly seen among national banks (with 47% of those tracked by the Digital Banking Analyzer currently with the capability), with under a quarter of tracked regional, community banks or credit unions offering this capability.

Often, the service includes details on subscriptions and direct deposits, as well as both internal and external one-off payments to merchants and individuals.

Bank of America shows all outstanding or upcoming bills in a separate feed at the top of the bill-pay interface. It includes unpaid eBills and reminders which ensures users can stay on top of their finances.

Analyzing payment data to provide predictive services back to the user creates additional value for the relationship to support budgeting and minimize consequences of insufficient funds.

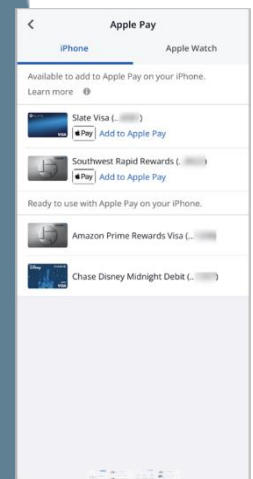
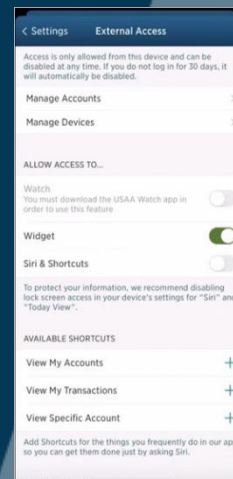


Card issuers roll out watch widgets

A number of credit card issuers have added the ability for users to enable widgets and notifications on their Apple Watch. Wearables present an exciting possibility of cardholder engagement and user experience. Playing to the strength of the channel, a number of credit card providers are offering alerts and notifications, directing the user to the smartphone app or the desktop interface.

Chase provides an interesting example where it prompts the user to link their card to the watch, while others push the capability to the settings menu. As things stand, only about 19% of the credit card providers tracked by the Digital Banking Analyzer offer this emergency service.

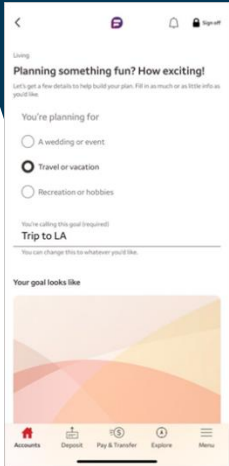
Taking the use case when users reach their credit limit, they receive a notification to open their smartphone to validate that they're still in possession of the wearable, find out more about their balance, and make any necessary payment. Haptic or audio alerts can inform the user of other capabilities including new payments, offers or insights which nudge toward taking action in-app or online.



In the news...

Google added BNPL options to its mobile wallet
Mastercard launched a GenAI retail assistant

Wells Fargo rolls out LifeSync to retail customers

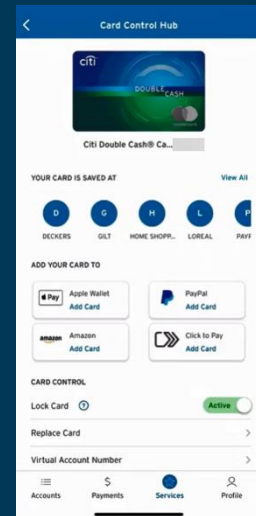
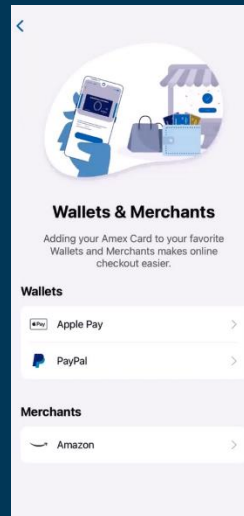
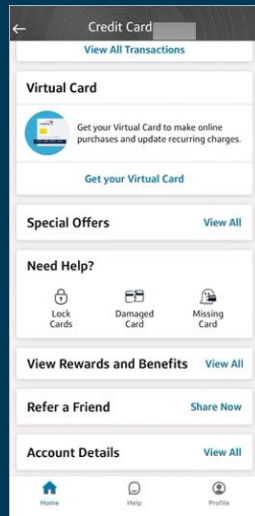


LifeSync financial planning, which has been available to wealth management customers via Wells Fargo Wealth & Investment Management since January, has been added to the retail checking app with customers receiving an introductory message after logging in. Users can navigate to LifeSync directly from the homescreen. Such planning has become a competitive area for innovation, with Bank of America's Life Plan and external money management services like Credit Karma and Acorns aiming to support customers beyond everyday banking and investing.

LifeSync is broken down into three general areas:

- **Goals:** new and returning users can set up and manage goals, add dependents and spouses for family or full-picture financial planning
- **Snapshot:** view of finances which includes account balances, rewards balances and general stock market (DJIA, S&P 500, and NASDAQ) information
- **Newsfeed:** provides content and videos covering topics such as emergency planning, children's banking and budgeting and savings tips

IN FOCUS: Serving Gen Z



Credit card issuers should step up their digital capabilities in order to attract the attention of Gen Z consumers, an increasingly important and growing target.

As with any target market, financial institutions must look to deliver relevant products and services, and with a recent TransUnion study suggesting that 44% of U.S.-based Gen Z consumers plan to apply for new credit in upcoming months, digital innovations to align with their payment behavior – and how most consumers are changing how they pay – will be key for credit card providers.

This means ensuring virtual card issuance is available to serve digital commerce preferences, as offered by Capital One. It also means viewing merchants where cards are saved or where subscriptions are held, which Amex and Citi provide. With only a handful of major issuers offering the ability to set up an additional virtual card, there is still ample opportunity to develop digital card platforms to service the next generation of payments.

STAT OF THE MONTH

4%

of institutions* ranging from national to community banks, credit unions and fintechs – offer debit card-on-file tracking in app

*tracked in the Digital Banking Analyzer

ABOUT THIS MONTH IN DIGITAL

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