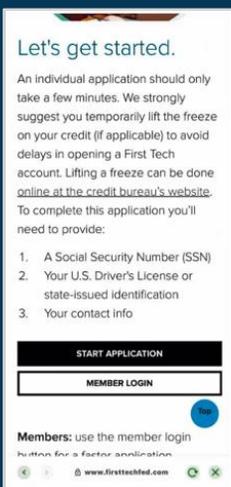
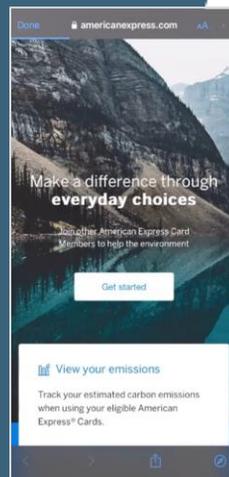
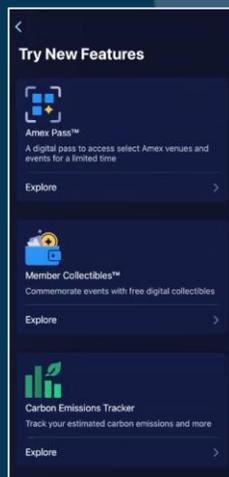


AmEx tracks carbon emissions

American Express' Carbon Emissions Tracker allows customers to track their estimated carbon emissions when they use their eligible American Express credit cards. Users can view insights and tips on how to reduce their carbon footprint. In addition, the provider allows customers to make monthly payments toward carbon removal projects.

The carbon tracker tool gives American Express a unique opportunity to engage with its customers and create a community of like-minded card users. With the initiative, the provider can benefit from increased interchange fee income and loyalty to the brand for its climate-friendly initiatives. As a niche tool within the platform, the tracker encourages regular engagement for those passionate about their carbon footprint.

At this point, carbon trackers are not a common feature among U.S. brands. Out of all the financial institutions tracked by the Digital Banking Analyzer, Aspiration is the only other provider to offer a similar tool along with the option to purchase carbon offsets.



Set onboarding expectations early

As issuers examine their onboarding journeys, more brands have looked to set expectations at the beginning of the experience, about current and future steps in the application process.

The best practice is to include application requirements close to the call to action on a specific product page, or at the start of an application and at the point of initiation.

These educational sections can take the form of brief checklists covering necessary information, as is the case with First Tech FCU and Delta Community CU, both of whom present the information before the application begins.

Other brands, such as ENT CU and Comerica Bank, offer helpful outlines of information and documents required for ID verifications, funding and joint applications.

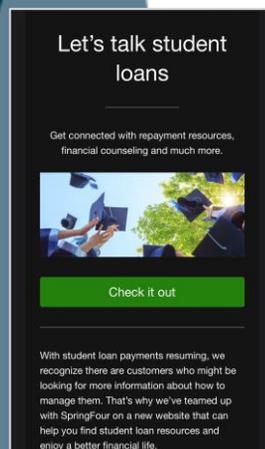
Financial service providers must look to outline application information early to establish expectations and establish a smooth onboarding process. By being prepared for the journey ahead, applicants feel more in control and are more likely to complete their journey.

Capital One embeds student loan help

Capital One has recently teamed up with SpringFour to provide support and guidance for customers with student loan debt.

This collaboration aims to empower individuals new to student loan repayment with tailored resources and advice to navigate the complexities of academic debt and help put the user on a stronger financial footing. The advice is accessible to those at any stage of their student loan journey and includes repayment options, forgiveness and financial assistance searches.

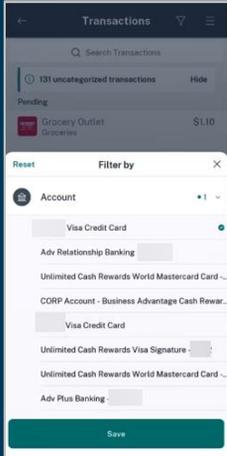
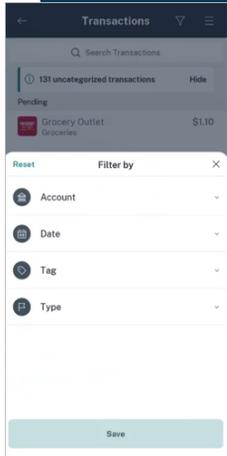
The SpringFour website can be accessed directly or through the Capital One website. It allows users to enter their zip code to view local financial resources and advisors for more information regarding loan health and repayments. Alongside student loan support, SpringFour has also partnered with Capital One in the past for COVID relief and financial support, as well as employment and food savings plans. This partnership is designed to provide comprehensive solutions to fit not only students' needs, but the needs of customers at various stages of their journeys. By providing customers with resources to deal with debt, Capital One is raising the likelihood of increased customer lifetime value (CLV) sooner.



Advisors Plus on... financial health

Capital One's new offerings demonstrate the need for financial health-focused solutions. Community FIs can take advantage of member trust to deliver a comprehensive set of financial health tools.

BECU links accounts using open banking



BECU enables members to filter transactions within the transaction feed by internally and externally linked accounts, as well as select multiple accounts at once.

This feature greatly enhances consolidated transaction monitoring, enabling members to efficiently track their spending across a range of accounts without having to switch between different mobile banking apps.

This comprehensive approach offers a seamless, one-stop-shop experience for members, showcasing BECU's innovative and member-centric approach.

Open banking enables financial institutions to offer a more seamless and integrated banking experience to their customers or members.

An increasing number of providers are looking to expand integrations and take advantage of the benefits of API linking. BECU stands out by offering advanced open banking capabilities, which are not commonly seen across the retail checking ecosystem as yet.

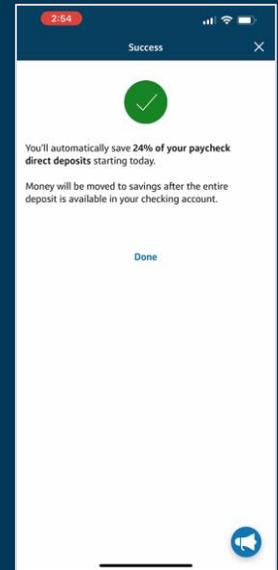
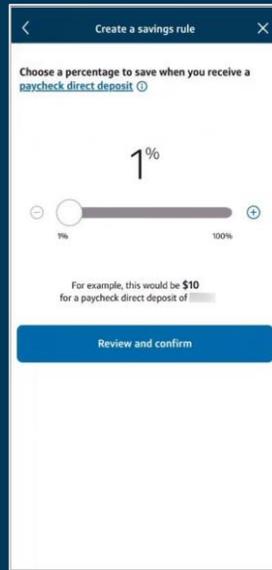
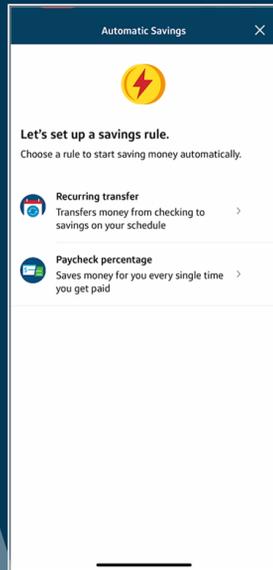
IN FOCUS: Paycheck savings supports account primacy

STAT OF THE
MONTH

23%

of U.S.-based credit
card providers allow
users to view card
details in the app*

*tracked in the Digital Banking Analyzer



Leading providers have expanded their automatic savings options to support ongoing deposit capture while offering customers additional ways to save regularly. A newcomer to the automatic savings scene is paycheck savings, which allows customers to automatically save a percentage of their direct deposits.

Although fintechs such as Chime and Varo were among the first providers to offer this feature, some national banks have caught on and have started to add the feature to their automatic savings menu.

Among the national banks offering paycheck savings are Citibank and Capital One, which added this feature to its automatic savings options.

While paycheck savings can help providers with deposit growth, the feature also facilitates account primacy as it requires customers to receive their direct deposits into their checking accounts.

ABOUT THIS MONTH IN DIGITAL

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