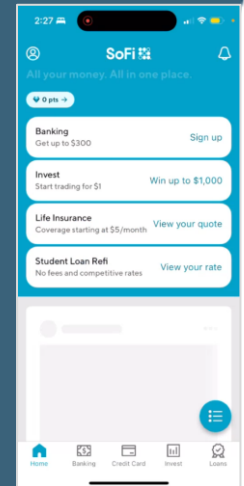
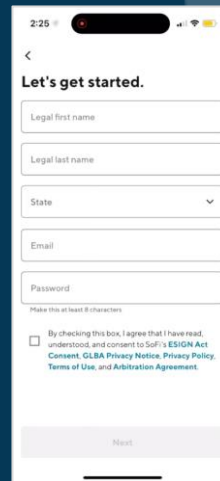


Fintechs drive in-app onboarding

Fintechs have streamlined app registration in order to push new applicants into the full channel environment, before requiring them to go through the usual frictions – such as KYC requirements and credit checks – associated with onboarding a new banking customer.

Once registered, users undergo the usual steps associated with banking, such as identity verification, product selection and setting up financial preferences. Most fintechs aim to make these activities intuitive and efficient, ensuring that users can quickly start using the services. In-app completion of these steps helps maintain a cohesive brand experience and leverages the platform's convenience.

SoFi continues to innovate in this space. Once the app is downloaded, the applicant enters basic information before being directed into the full app environment. Once there, users can select products, and the entire process (including KYC and ID checks) is completed within the app. The in-app onboarding allows for a more efficient process and data capture.



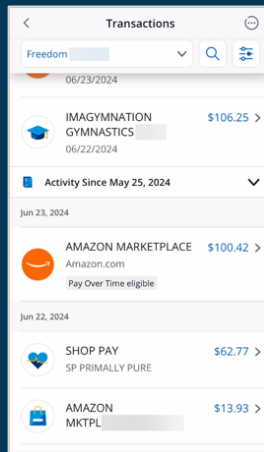
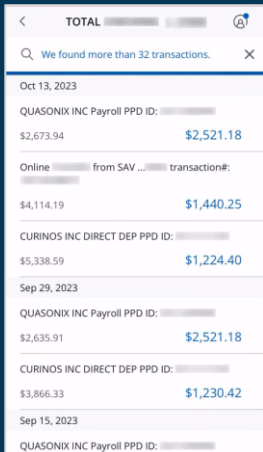
Chase revamps transaction feed

Chase recently enhanced its transaction feed interface, making it one of the most comprehensive and user-friendly in the market. The bank's transaction feed previously provided information in an outdated list format with long, complex transaction names and limited search and filter capabilities.

The feed now includes merchant logos and simplified transaction names – features that were originally introduced to the market by fintech providers.

Chase has taken usability a step further and implemented a stand-out feature among peers: an anchored drop-down menu that allows users with multiple accounts to toggle between account transactions directly on the transaction feed without being forced to re-navigate to the account screen.

Users can also search for transactions via the embedded search bar with highly specific phrases such as “groceries last month” or “transaction under \$100,” providing a more straightforward way to view transactions than engaging with traditional filters.



Chase's old and new transaction feeds

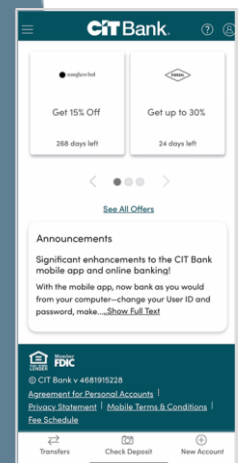
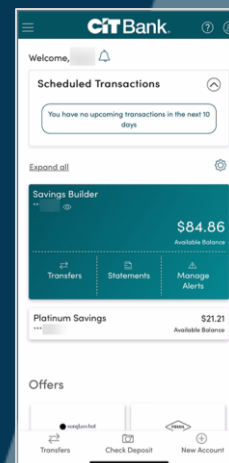
CIT adds functionality to home screen

In the spirit of improving design and functionality, CIT Bank has overhauled its home screen, making it more informative and interactive.

The brand's previous home screen interface was static and bare, including only limited information in the form of users' account balances. With the redesign, CIT is making better use of its home screen real estate by featuring a scrollable screen that provides users with their account balances, scheduled transactions, offers, announcements and a personalized greeting.

Users can expand each account information tile to show a range of quick links that facilitate frequently used functionality, such as transfers, statements and alert management.

Similar to Ally Bank's recent home screen redesign, CIT Bank has simplified the navigation bar at the bottom of the screen by reducing the number of buttons from five to three, showing clearly labelled buttons – with text and icons – that make it easy for users to access money movement options or to open new accounts.



Advisors Plus on... Transaction feeds

Institutions are adding expanded transaction details to their mobile interfaces. Merchant logos provide ability to quickly and easily locate a specific transaction without using the search feature.

PNC leads on applicant diversity

As institutions are increasingly focused on making onboarding processes easier for non-U.S. citizens, PNC is delivering a best-in-class experience.

In many instances, pre-application screens that contain application guidance and document checklists lack resources and clarity for resident alien applicants. PNC makes it plain on the pre-application screen that resident alien status qualifies for digital onboarding, but it is the only leading bank that explicitly states this.

When it comes to citizenship evaluation within the application, some brands, such as PNC and Truist, offer "Resident Alien" and "Non-Resident Alien" options that trigger either instructions to go into a branch or reveal dynamic fields that allow these applicants to select country of citizenship and move forward with the application.

A happy path to full digital checking account onboarding should be the goal, complete with instant approval, funding and online account setup in one continuous journey.

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The rise of automatic direct deposits within mobile servicing interfaces is beginning to change the way people handle their finances. Automatic direct deposit journeys significantly enhance user convenience by enabling seamless and instant fund transfers, supporting the growing trend of contactless payments.

Ally Bank's mobile app allows users to set up direct deposits manually and automatically, providing user customization to the process to ensure that the journey is accurate and that their funds are available immediately. Users can also login and access the ADP website from the mobile servicing interface to enter their direct deposit details.

As the demand for such features grow, brands must prioritize integrating automatic direct deposits into their mobile services to remain competitive and meet the needs of tech-savvy customers, who often prefer a more seamless method to handle their finances.