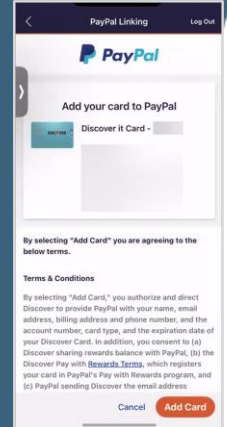
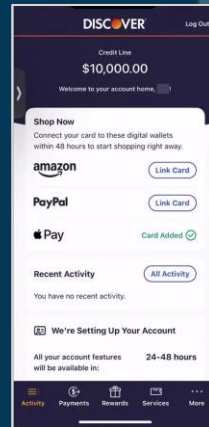


Discover Drives Quick Wallet Set-Up

After credit card approval and first login, Discover prioritizes digital wallet provisioning on the mobile app with a “Shop Now” tile positioned at the top of the home screen.

Placing the “Shop Now” tile prominently on the home screen after first login – rather than forcing users to navigate to a dedicated area – encourages users to embed the bank’s card into their device’s wallet at a critical stage of the relationship. The 48-hour timeframe that Discover implements also reinforces a sense of urgency, encouraging users to complete the setup right away.

Discover includes common wallet options like PayPal and Apple Pay but also enables cardholders to provision to Amazon. As users add their card to each wallet, Discover shows green checkmarks indicating that the card is now available to use.

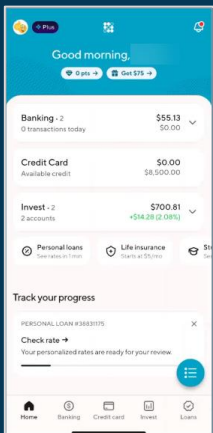


SoFi Boosts Premium

SoFi has added a list of benefits to its premium membership offering, SoFi Plus, including new investment rewards, access to unlimited financial planning, home loan discounts and 3% cash back on bookings made through SoFi Travel. Members will continue to receive preferred IPO allocations, 3.8% APY on savings accounts and personal loan discounts. A \$10 monthly fee is waived when a direct deposit is established.

SoFi’s mobile app indicates the user’s membership status in the top left corner of the screen. The SoFi Plus button provides a benefits and rewards overview as well as the user’s current reward balance.

SoFi is not alone in enticing customers to sign up for premium membership plans with monthly fees waived with a qualifying direct deposit. Chime recently announced Chime+, a premium membership tier with a 3.75% APY savings account and custom cashback offers among other benefits.

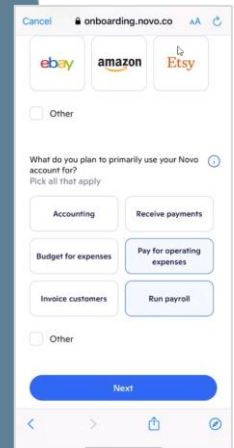
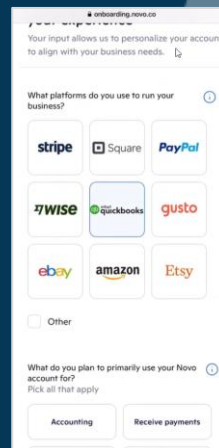


Novo Looks to Capture Data Early

Novo’s business applicants are asked to connect third-party business solutions to the provider’s platform during onboarding. By integrating these tools upfront, businesses gain immediate access to account data from external providers alongside their Novo checking account.

The provider’s integration-first approach allows Novo to capture deeper insights into new customers’ financial and operational behaviors. This real-time data acquisition enables it to deliver targeted servicing, personalized marketing and cross-sell opportunities (enabling value-driven engagement beyond basic banking).

The next generation of business banking onboarding will see the integration of personalized communications to make customer interactions more relevant, contextual and engaging. By leveraging data captured during the application process, providers can tailor initial interactions and drive upsell opportunities based on customer needs.



Advisors Plus on... Member Experience

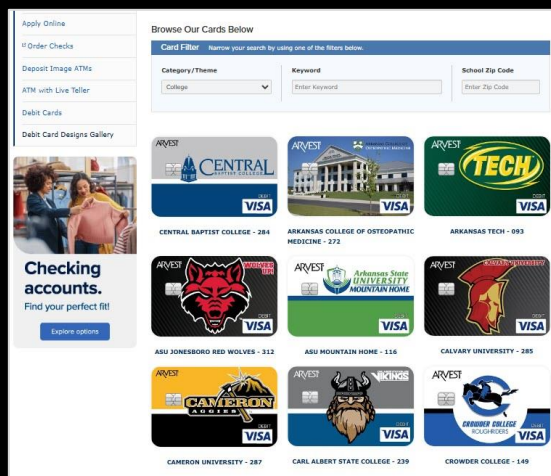
Many industry card provisioning verbiage and experiences focus on driving the consumer to add the card to a digital wallet. Discover focuses on the end benefit to the consumer: shopping. A subtle difference, but one that will better resonate with consumers.

Arvest's Community Card Focus

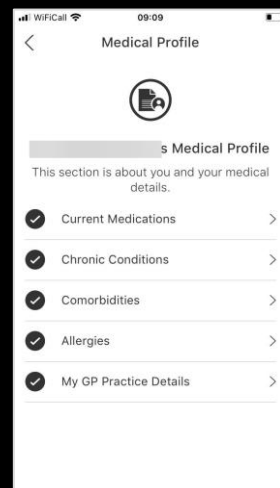
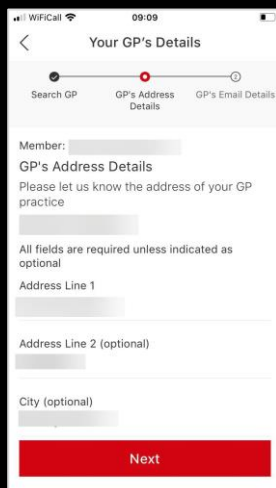
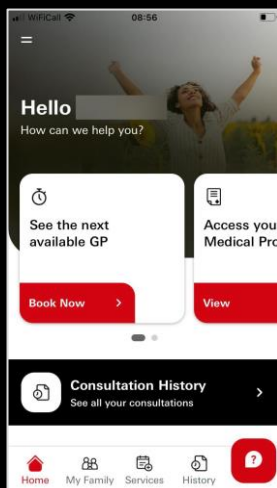
Arvest Bank offers a diverse range of debit and credit card design options, many of which reflect community affiliations, personal values, and even school spirit. The debit card gallery on the bank's public desktop platform provides a broad collection of themed cards that allow customers to showcase personal alliances across Arkansas.

Beyond aesthetics, personalized card designs create a clear connection between the provider and customer, while fostering connections with fellow alumni or community members. Additionally, a portion of proceeds from select affinity cards may go toward supporting scholarships or local initiatives, making each transaction a way to give back.

By promoting the bank's range of card designs on the public-facing website, Arvest looks to differentiate the brand by tying tailored and personalized servicing – an aspect of digitalization with which many providers have grappled.



FIs Redefine What Banking Means to the Affluent



**PRIORITIZE
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Learn how UX and
enterprise-level
goals have come
together in our 2024
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Leading retail checking providers are taking a holistic approach in how they attract and serve affluent consumers. The current focus is on the lifestyle of the consumer – specifically, what this segment is doing with their money.

Current initiatives include an emphasis on financial wellness through advanced, long-term financial-planning tools. Several national providers offer sophisticated digital interfaces that provide insights into net worth (with API-links to accounts held with third parties), automated spending and budgeting capabilities and investment products that include access to advisory services. Some are going a step further: They're looking at how their affluent customers are using their checking funds and offering non-banking services to provide a long-term approach to financial wellness. Several brands have expanded their affluent offerings to travel bookings and even access to medical services such health check-ups and prescriptions (which HSBC has added to its UK Premier product).

What customers are doing with their money is worth consideration. According to the 2024 Curinos Segmentation Study, 46% of affluent consumers cite travel as a reason to set funds aside, 35% cite home improvements, 33% for retirement, 24% for medical expenses and 24% for large ticket items (e.g., car, furniture etc.).

As banking providers look to attract affluent deposits it will be critical to consider what wealthier consumers do with their money – and what their expectations are from their financial partners.

ABOUT THIS MONTH IN DIGITAL

Velera, formerly known as PSCU/Co-op Solutions, the nation's premier payments CUSO and an integrated financial technology solutions provider, supports the success of more than 4,000 financial institutions and processes more than 16 billion transactions annually. The newsletter is produced by Velera's digital banking Advisors Plus consulting practice in partnership with Curinos' Digital Banking Analyzer platform of digital banking content and journeys.