## Chase Fosters Spend Tracking

To encourage in-app engagement, Chase now promotes credit card spend-tracking directly within the transaction feed. A "track your spending by merchant" link is positioned at the top of the expanded transaction feed, providing a direct route to the Spending Planner interface. From this screen, users can explore historical spending trends alongside a clear, category-level view of their spending for the current month.

Credit card users can also view activity with individual merchants   and toggle between "most spent" and "most transactions" in the Spending by Merchant view." This enhancement shifts the transaction feed from a basic servicing function to a meaningful touchpoint that encourages users to explore and engage with additional features.
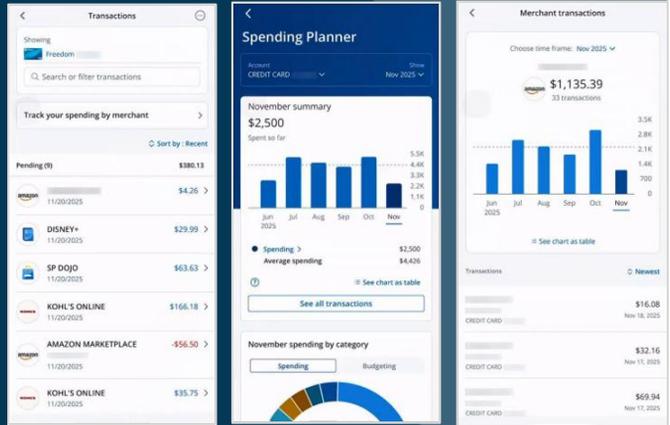

BofA Imports Wallet ID Check

Bank of America has moved the identity-verification step for adding a new card to a digital wallet directly into its mobile app.

As with most other card providers, Bank of America previously required confirmation within the third-party wallet platform when adding a new card. The "standard" experience involves sending a one-time passcode via SMS, email or phone call, or redirecting the user to the card provider's app for authorization–and until the verification process is successfully completed, the user is not able to use the card in the wallet.

By moving the verification process into its own environment, Bank of America can take greater ownership of fraud liability while retaining event data in its own systems.

As the customer is logged into the bank's app, they are already authorized, so a smoother authentication process can take place.
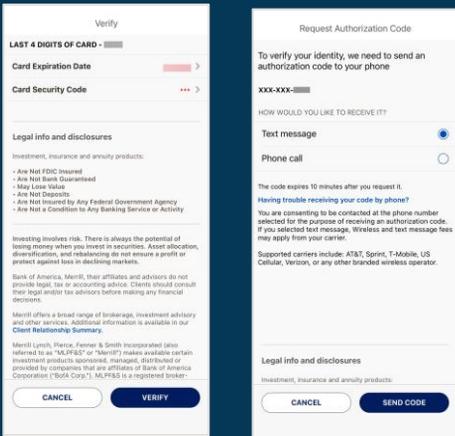
## Capital One Moves Onboarding to Web

Capital One has shifted its checking-account onboarding journey from the mobile app (left image) to a web-based experience (right image), though the underlying steps of the process appear largely unchanged; applicants are still required to submit personal information, complete identity verification steps and review required disclosures prior to account approval.

The shift may be tied to the company's integration of Discover Financial Services, which is likely to involve backend-system alignment and broader technology consolidation.

Major system upgrades and company mergers often mean banks need to adjust their front- and back-end tech stacks. This can include temporarily moving processes around or making them work the same across different platforms. As the Capital One–Discover acquisition advances, the organization will aim to preserve a seamless experience with minimal user disruption.
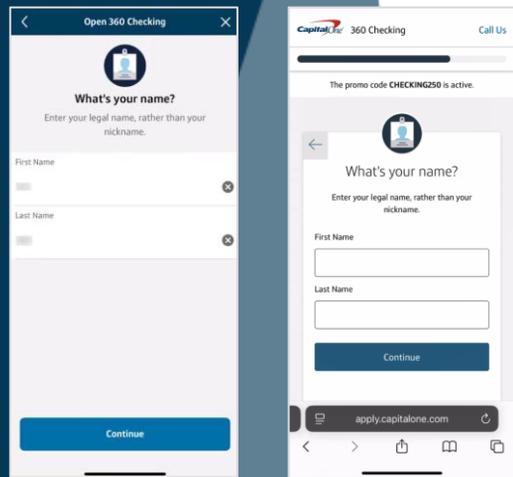
Advisors Plus on... Digital Identity Verification

As consumers increasingly expect fully-digital experiences, financial institutions must ensure they can securely confirm who is on the other end of the device. Strong digital identity verification is essential to deliver convenience without compromising safety, trust or access to critical services.

THIS MONTH IN
DIGITAL

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March 2026

Varo Adds Automated Bill Switching

During a three-month pilot, Varo observed that 40% of users who linked external accounts to auto-identify recurring bills ended up switching at least one of their bills.

So to reduce friction and help users prevent missed or late payments, Varo has introduced a new bill-switching and bill-management tool. The bill switch tool connects the customer's external accounts and identifies all major recurring bill payments.

The user then reviews the due dates and selects when to switch each bill's payment source to the new account. The tool is powered by Pinwheel and delivered through the vendor's Switch Kit, which also includes its Direct Deposit Switch solution.
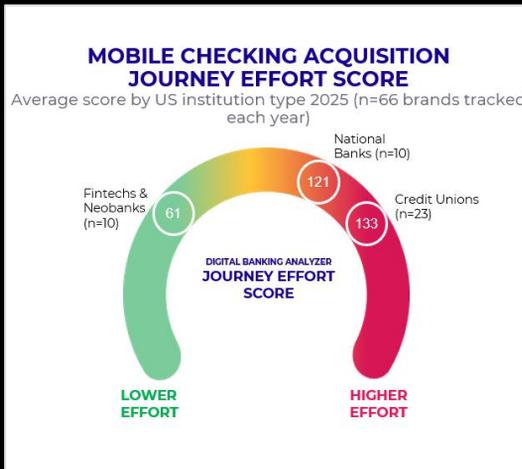
Automated recurring-payment switching tools remain uncommon among U.S. retail checking providers, but availability is growing. Atomic, Q2 and Mastercard (via Bill Pay Switch) now join Pinwheel in offering this capability.
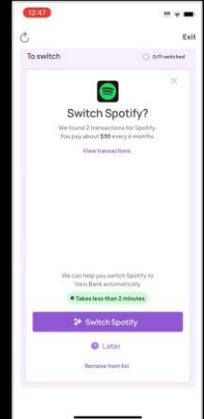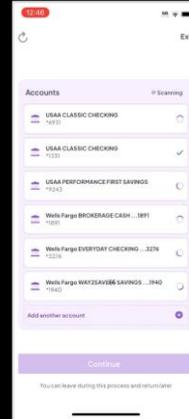
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2026 Digital Experience Boardroom Report
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MOBILE CHECKING ACQUISITION JOURNEY EFFORT SCORE
Average score by US institution type 2025 (n=66 brands tracked each year)

ID&V Execution Drives Changes in Onboarding Friction

The primary driver of change in mobile onboarding friction across the U.S. retail checking space between 2024 and 2025 was in identity and verification. Increased adoption of ID scanning and enhanced verification technologies created a clear separation: nationals that thoughtfully integrated new ID&V capabilities were able to reduce friction, while providers that layered new requirements onto existing flows inadvertently increased effort. That's according to the Digital Banking Analyzer's Journey Effort Score, which measures the friction a user experiences during the onboarding process - from application start to first login. It is based on six key interaction types: questions, text fields, selection fields, clicks, page transitions and scrolls. These elements are combined into a single benchmark score to provide a clear view of the total onboarding effort. The average journey effort score increased modestly by 1.2 points between 2024 and 2025. National banks broke the broader trend by reducing their score by three points, from 124.3 to 121.3. Fintechs, however, tell a different story, with their average score rising from 55.4 to 60.6. While most brands maintained similar ID&V approaches, several introduced additional fields and requirements into previously lean journeys. Even small additions within a streamlined flow have a resulting impact on the overall effort required. Even with this increase, fintechs continue to score better than community financial institutions and national banks, highlighting their digital efficiency.