

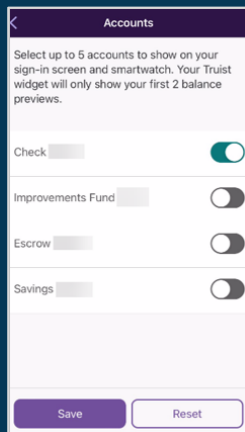
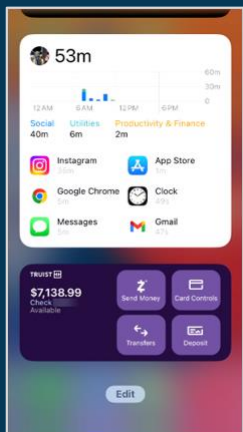
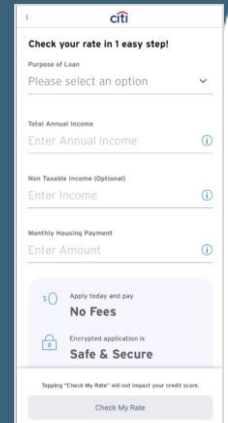
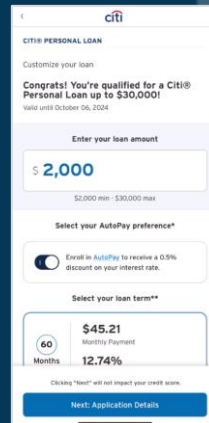
## Citi streamlines borrowing process

Citi requires a current account relationship from borrowers seeking a personal loan – a criteria that significantly aids and shortens the application process.

The application entails a one-step rate check that displays pre-qualified offers after the user enters basic information (purpose of loan, annual income and monthly housing payment), in addition to more flexible options when it comes to loan funding.

These enhancements to the Citi loan application remove roadblocks and add value, showcasing how traditional lenders can leverage established relationships to compete in the personal loan space.

Financial service providers of all sizes are getting smarter with data management capabilities. This continues to hold an increasingly prominent presence in how users engage with digital experiences.



## Innovators establish widgets

Leading banking service providers are replicating home screen app experiences by deploying eye-catching widgets.

The benefit of widgets to the end user is clear: access key information quickly and begin critical or regular journeys a few steps earlier. Trustit, for instance, includes relevant quick links and balance previews as part of a multi-functional phone widget in which the user can initiate transfers, manage card controls and deposit checks. Fully manageable within the app, users can toggle different selections to show on mobile devices and smartwatches. Other providers, such as Navy Federal, offer budgeting and financial management tools including monthly spending charts on their widgets.

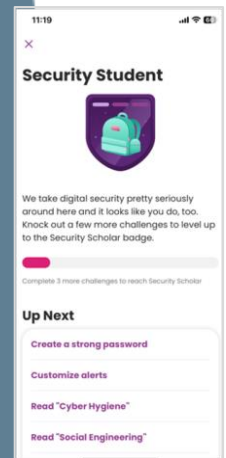
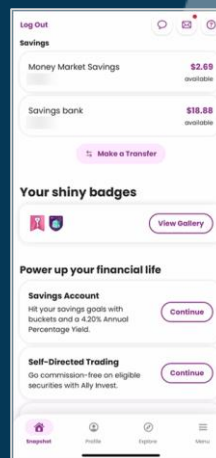
While consumers are increasingly accustomed to device widgets it's an area that banking brands are lacking – just 30% of the U.S.-based retail checking providers tracked by the Digital Banking Analyzer offer the service.

## Ally uses badges to promote security

Ally offers recognition for a variety of tasks in the form of colorful badges that light up desktop and app home screens while encouraging users to engage and earn higher-level recognitions.

Users are rewarded for a range of engagement types including the "Awesome Ally" badge, earned upon adding additional accounts, or the "Lookin' Good" badge, a bonus for keeping the desktop browser updated. Security badges are prioritized, with users challenged to test knowledge of features and how to best keep personal information protected. Upon completion, Security Students become Security Scholars with the associated icon taking prominent position on the homepage.

Throughout its literature on the topic, Ally emphasizes that security is a priority and customer awareness a necessity. By gamifying and rewarding this seemingly mundane topic, Ally provides a positive experience to motivate users to engage.



## Advisors Plus on... Gamification

Removing friction from user experiences and creating visually appealing interfaces are often – rightly – the focus of digital design teams. As they look to create the desired user behavior, gamification is a tool that can deliver results. Ally's experience is a great example.

## Bluevine expands card authorization

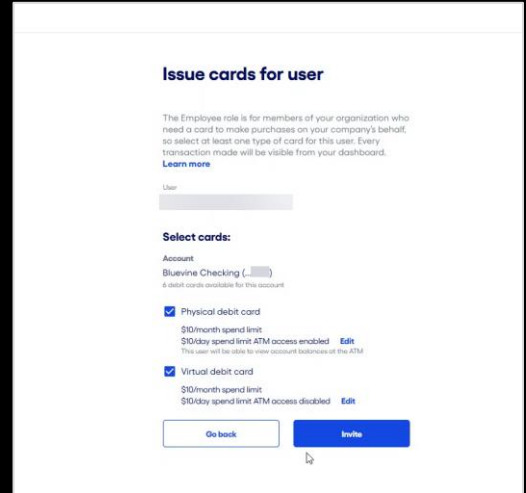
Business banking provider Bluevine has added the ability to issue credit and debit cards to additional authorized users, including employee-status users, to its desktop and mobile channels.

Once the cardholder selects a virtual or physical card, administrators can create daily and monthly spend limits along with ATM access parameters.

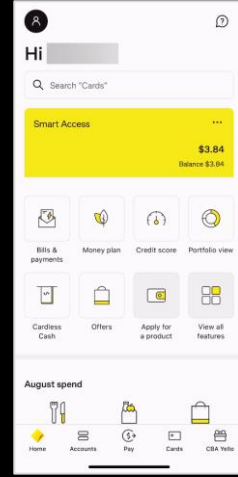
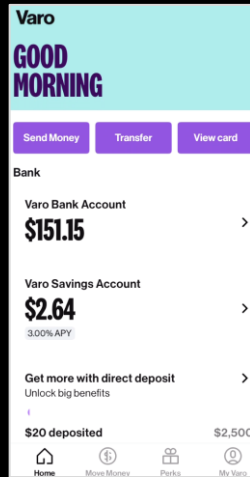
Over the past few months, Bluevine has announced several new features, including virtual debit card management capabilities, expanded transaction details, ACH memos, wire payments and remote deposit capture for checks.

Providing the ability to issue multiple cards across an organization encourages and allows the business to grow while supporting better expense tracking and more robust cash flow management.

In-app and desktop business banking capabilities have thrived over the past year through both third-party marketplace integrations and the introduction of business banking toolkits.



## IN FOCUS: Promoting healthy payment activity



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A standard KPI for any financial institution, leading providers are boosting transaction activity by prioritizing payments journeys on their app home pages.

Recently, financial service providers have added an increasing list of digital functions and journey initiations to the home page as they look to deepen and expand relationships. Emphasizing the right products and services in that space is crucial.

As a key banking task, payments typically reside on a bottom navigation bar, beside two or three other standard journeys. Leading providers, such as Varo, have effectively promoted the payments feature in-app by moving tiles to the top of the page (in addition to the navigation bar). Others from across the globe – Brazil’s NuBank and Australia’s Commonwealth Bank, for example – offer similar approaches.

Payment options have blossomed in the digital age, with providers looking to differentiate through variety of transfer method and innovative tools, such as split bill. While optionality is a key differentiator, banking service providers can boost user engagement by delivering convenient access to essential functions like payments.

### 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 and its Curinos’ Digital Banking Analyzer platform of digital banking content and journeys.