

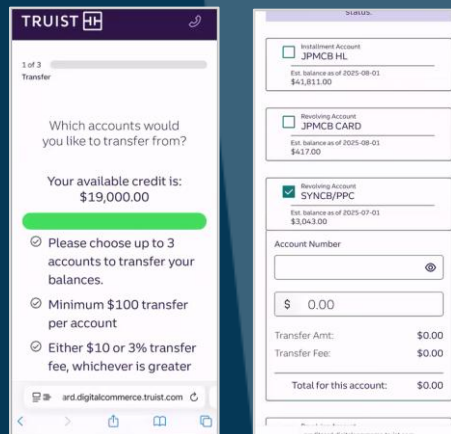
Truist Streamlines Balance Transfer

To generate additional balance volume, Truist has streamlined its in-app credit card balance transfer experience.

Customers eligible for credit card instant approval are shown a prominent Balance Transfer tile on the approval screen.

The proactive placement encourages users to transfer existing balances to the new card. Truist also provides a direct entry point into the balance transfer journey, where users are again informed of their available credit, how many accounts they can select to transfer from and any associated transfer fees.

Truist further streamlines the process by leveraging data pulled from the applicant's credit report to populate a list of existing credit card balances. By displaying these accounts upfront, Truist eliminates the need to manually identify which cards carry balances, making the process more intuitive and user-friendly.



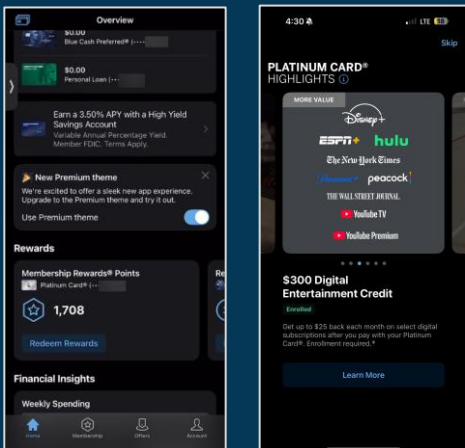
Amex Pushes Platinum overhaul

In conjunction with the refresh of its Platinum card, Amex updated the digital experience, too, giving customers an increased level of control and configurability.

A new welcome screen encourages users to explore card benefits while continuing to highlight links to Accounts and Rewards pages. Below links to Accounts and Rewards, users are invited to toggle on a premium theme, which changes the app to a black- and-gray color scheme.

The Membership section now features tracking tools and visuals: Points earned are explained and progress is visually represented in circles. Under Card Benefits, users can track individual benefit usage to date, as well as spend activity needed to unlock new offers. Users are also shown information on benefits they have not yet accessed.

The redesign marks a major update to the Platinum card, with annual fees rising to \$895 (from \$695), hotel credits increasing to \$600 (from \$200), an expanded entertainment allowance and dining and shopping credits.



U.S. Bank Offers Advisor Selection Tool

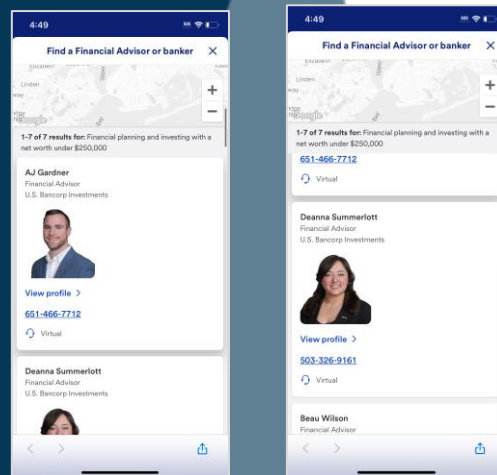
U.S. Bank enables users to select a financial advisor through its mobile platforms.

The tool simplifies access to professional guidance by letting customers browse advisor profiles, review specialties and choose an advisor that fits their financial goals.

Users can connect with their chosen advisor via phone, video or in person.

The feature offers increased transparency and personalization, helping users make informed decisions about long-term planning, investments and wealth management.

Integrated into the broader digital banking experience, this tool supports U.S. Bank's mission to promote financial confidence and will help the bank support affluent customers.



Advisors Plus on... Aligning Digital Experiences with Premium Cards

In the June issue of *This Month in Digital* we explored financial providers tailoring digital experiences for the premium cardholder segment. The trend started with Chase midyear and continued with an offering from Citi and finally American Express. Activity from large FIs demonstrates that premium cardholders seek exclusive benefits and tailored digital experiences for a truly premium feel.

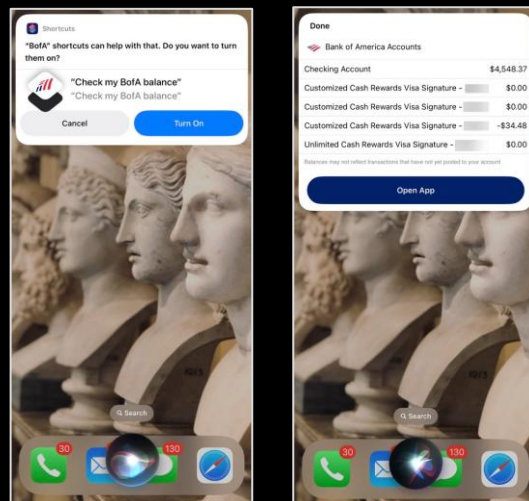
Bank of America Enables Siri

Bank of America has made it possible for Apple device users to check their account balances by speaking to Siri.

Prompted with "Hey Siri, check my Bank of America balance," first-time users are instructed to click "continue" to log into the bank's app. A banner at the top of the app homepage informs the customer that the User ID associated with the account has been enrolled in voice balance. Exiting the app and stating the same "Hey Siri ..." prompt, the user is asked if they would like to use the Bank of America app or the device wallet. If they select the bank app option, a balance tile pops up presenting the user with a full list of account balances.

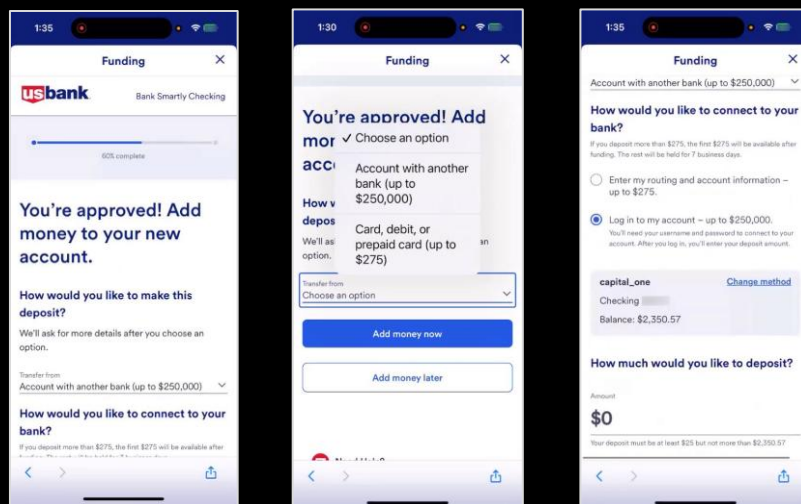
As well as modernizing the app, the capability provides convenience, discoverability and accessibility, streamlining the balance view journey.

More importantly, the capability integrates Bank of America more broadly into the iOS ecosystem and the device's voice channel, creating convenience that drives Bank of America's position to top of wallet.



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In Focus: Drive Retention, Facilitate Early Funding

Encouraging mandatory or optional funding of a new account is a sticking point for providers and applicants. According to Curinos' Distribution Analyzer, a close correlation exists between early digital funding and retention levels: Accounts funded sooner in a relationship produce higher and longer-term deposit value.

While incentive-based approaches – such as sign-up bonuses, headline interest rates and waived fees – have long been used to motivate early funding among retail checking providers, the flexibility of digital channels allows for the implementation of both UX tactics and practical enablers. To encourage activation of accounts, many providers now offer multiple early funding options, including part or full direct deposit switching and transfers through accounts or cards held at other institutions.

Digital Banking Analyzer data finds that nearly half (49%) of U.S.-based retail checking providers tracked offer funding via debit card and two-fifths (41%) offer third-party API linking. In terms of design, forward-looking providers are building funding directly into the application process, removing friction by auto-populating funding details where possible, adding progress indicators and embedding funding at the earliest convenience. Creating a seamless funding journey creates a greater chance of attaining customer primacy.

ABOUT THIS MONTH IN DIGITAL

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