

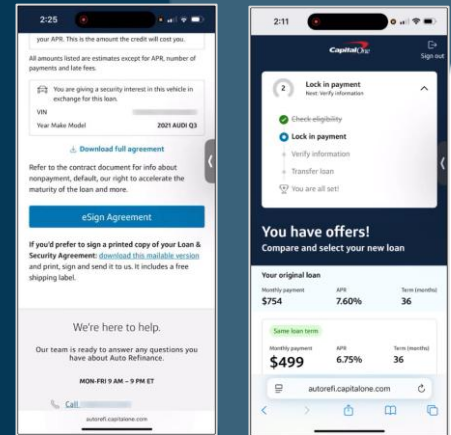
Capital One Offers Low-Effort Loan Refinance

Capital One continuously markets auto loan refinance opportunities to consumers – but now, in an effort to convert more opportunities into loans, the company has created a low-effort process with a cohesive and transparent flow.

Immediately after approval, the applicant moves directly into e-signing, then to the lending portal to complete the onboarding process.

Another new feature is comprehensive onboarding tracking. While most providers offer separate progress trackers for the digital application and the lending portal, if they provide any at all, Capital One offers one continuous tracker that remains visible throughout each stage of the refinance journey.

With these updates, Capital One's new process makes the refinance process easier than ever – and redefines what consumers can expect from a modern lending experience.



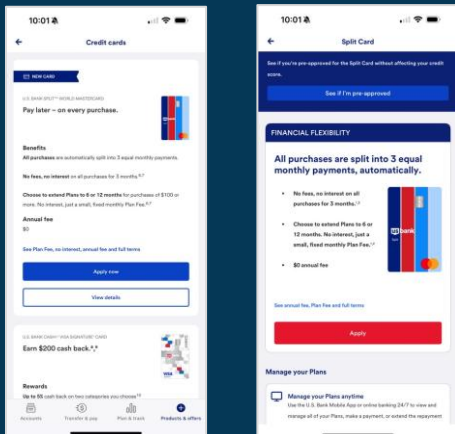
U.S. Bank Splits Payments

U.S. Bank has introduced a new credit card that automatically splits purchases into a three-month payment plan.

Split Card can be used everywhere Mastercard is accepted, with no interest or annual fee attached – unless payment plans are extended to six or 12 months for larger purchases, at which point a fixed monthly fee applies.

The bank's customers are invited to apply for the card in-app within the product menu where a pre-approval journey is also offered. Split Card sits beside ExtendPay, in which U.S. Bank customers can divide eligible credit card purchases into equal monthly payments.

Split Card is just one example of how established financial providers – including Citi, Chase, Amex, Barclays and PayPal – are responding to the success of Buy-Now Pay-Later (BNPL) firms such as Klarna, Affirm and Afterpay, which are all enjoying significant growth rates since launch.



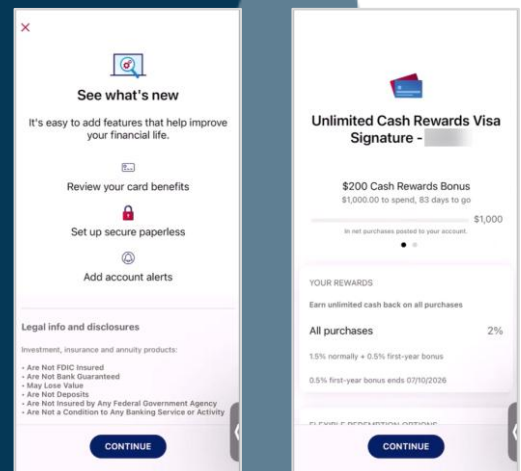
Bank of America's Card Interstitials Excel

Upon first login to the mobile app, Bank of America card customers now see a new tile carousel showing the rewards bonus offer and low-rate promotion they applied for, ensuring users are aware of and can take advantage of their benefits.

Additional tiles include their full list of benefits, such as rewards percentages, rewards redemption options, associated fraud protection mechanisms and tap-to-pay functionality.

All this displays before users are prompted to set up utility-focused tasks, such as paperless statements and account alerts.

By presenting card benefits first, Bank of America reinforces the card's value offerings at a key moment when new cardholders begin their journey.



Advisors Plus on... Communication After Onboarding

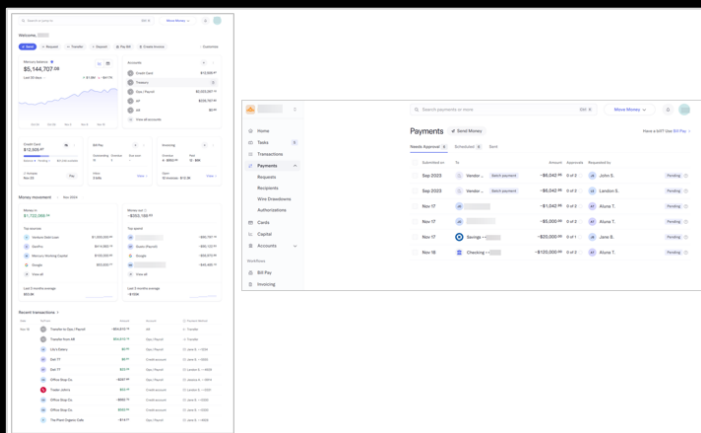
Bank of America demonstrates an effective example of value communication. The app emphasizes card value (likely the reason for applying) and provides a "checklist" of ways to best interact with the new card at initial user login – a perfect opportunity to provide critical information when you have the new accountholder's full attention.

Business Cards with Purpose

As businesses increasingly rely on multiple digital tools to manage their finances, expectations have evolved – and several providers are keeping pace, offering a single platform with a comprehensive suite of financial management tools, including expense management, budgeting and advanced card controls.

Mercury Bank embeds commercial card management directly into its banking platform. Users can view overall card spend from the main dashboard, with expense tracking integrated alongside payments and lending capabilities.

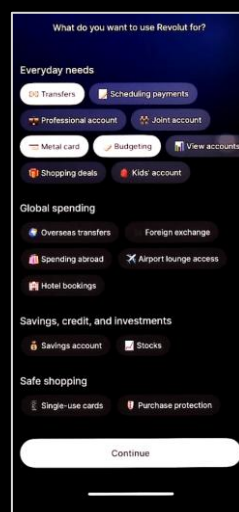
Mercury's single sign-on experience improves visibility of the user's finances and makes it easier to consolidate more of their financial activities within its platform. By becoming the central hub for financial operations, Mercury encourages account privacy.



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In Focus: Streamlined Account Usage Questions

Simple, streamlined onboarding drives acquisition.

However, for compliance purposes, applicants are required to provide information about how the new account will be used, as well as expected transaction types and amounts. Traditional financial institutions often still take a high-effort approach, which can run over multiple pages, stall the application process – and significantly increase user abandonment.

By contrast, digital-first players take a more streamlined approach. Revolut, for example, has implemented a single user-friendly screen that allows applicants to click-to-select from a range of relevant usage options. This approach meets compliance requirements while also capitalizing on the opportunity for data capture and cross-sell opportunities.

Differing risk tolerances and regulatory requirements will greatly impact how flexible each institution can be, but smarter user interface choices can help satisfy compliance requirements while also focusing on the user experience.