THIS MONTH IN
DIGITAL

July 2026

Digital experience insights from

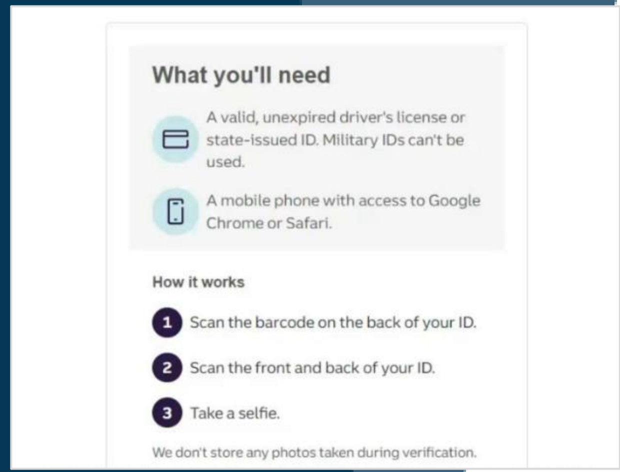
Advisors PLUS

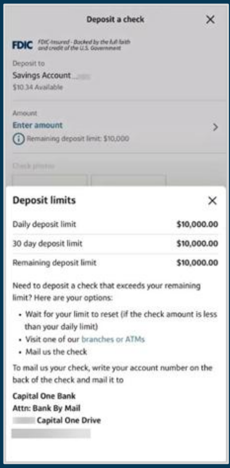
Omnichannel Authentication

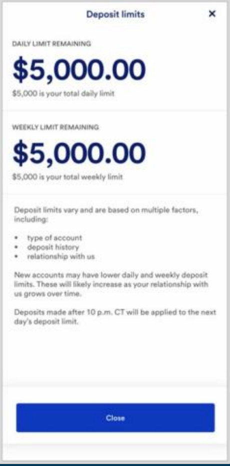
Desktop onboarding is becoming smarter and more seamless thanks to omnichannel authentication that incorporates both a desktop and mobile device in the process. Users can now start an application on a larger screen, complete identity verification (ID&V) on their smartphone, then effortlessly return to the desktop to complete the process.

QR codes and SMS links seamlessly transition the process to the smartphone, where a high-quality camera enables faster, more accurate document capture and selfie verification than a traditional scanner-based process.

This cross-device approach modernizes identity verification while preserving the desktop experience. The result is a more intuitive experience that reduces failed uploads, limits manual review and improves completion rates.







Communicating Deposit Limits

Capital One, Chase and U.S. Bank are standouts in the market when it comes to clearly communicating deposit limits throughout the mobile deposit experience. Each FI offers clear, easy-to-understand guidance, as well as real-time visibility into consumers' remaining daily, weekly and monthly deposit limits – setting clear expectations, reducing user frustration and building trust.

Other providers provide basic deposit limit information directly within the main check deposit screen, offering access to more detailed guidance through expandable modals or dedicated screens that users can easily open and dismiss.

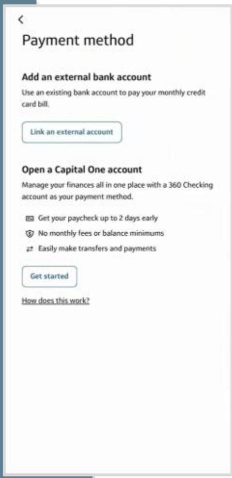
For emphasis, deposit limit amounts are shown in bold, using large font or surrounding the data with ample negative space to make the information easily recognizable.

TD Puts Third-party Connections Front of Mind

TD Bank has improved the way users manage connected third-party apps and websites, housing this function on a dedicated page within Account Services. Previously housed in the Transfers section, the new experience improves discoverability, creates clearer information architecture and gives users a centralized location to manage permissions. Although TD does not currently provide aggregated views of external account balances, it supports key account connectivity use cases by enabling transfers from third-party institutions through Plaid and facilitating direct deposit switching with an in-app authorization workflow.

Competitive pressures are accelerating investment in transparent data-sharing controls, with 75% of national banks and 25% of super-regional banks tracked by the Digital Banking Analyzer now providing clear permission management experiences. This reflects the growing importance of the aggregator ecosystem, where integrations with providers such as Plaid have become table stakes for digital banking.

As institutions increasingly leverage AI-driven chatbots as a primary engagement channel, aggregated financial data serves as the underlying infrastructure that enables personalized, context-aware interactions. Centralizing data-sharing controls within dedicated sections of the app further strengthens this model by improving discoverability, creating a clear source of truth for users, and supporting more intuitive self-service experiences across customer segments.



Advisors Plus on… Data Aggregation

Data aggregation enables financial institutions to become the customer's financial hub by providing a unified view of their financial life. This deeper visibility drives engagement, builds trust, supports personalized experiences, and positions the institution at the center of key financial decisions and relationships.

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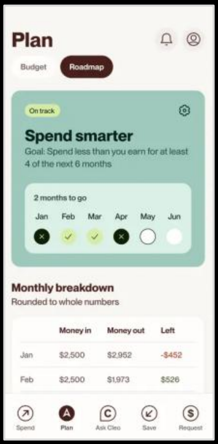
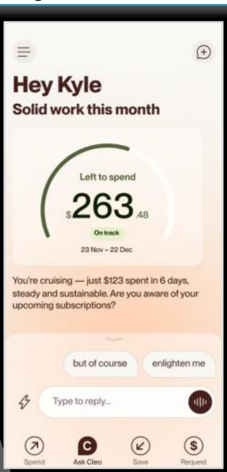
In Focus: The Next Era of Financial Advice Involves Automatic Payments

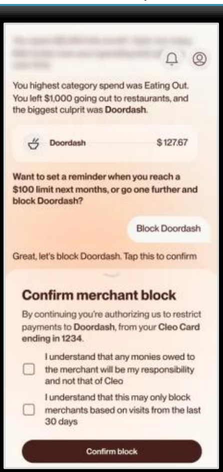
As agentic AI grows in both capability and acceptance, consumers will increasingly expect financial services to move beyond recommendations and into execution. Financial institutions will need to decide where they sit on the spectrum between fully user-directed banking and autonomous money management. Over time, consumers may reward providers that offer greater convenience, intelligence and financial outcomes with deeper relationships and larger deposit balances.

The tools to support delegated financial decision-making are rapidly becoming available. Account holders can already authorize AI-driven systems to make transaction, account, provider or channel-specific decisions within predefined parameters. As regulatory and technical barriers continue to diminish, institutions must determine how much autonomy they are willing to place in the hands of intelligent agents.

Cleo's launch of Autopilot highlights this emerging model. Rather than simply providing financial advice or recommendations, the platform actively works toward customer goals by acting within user-defined boundaries. Capabilities range from merchant blocking and spending controls to optimizing savings balances, preventing overdrafts through cash advances, and automatically moving money to maximize financial outcomes.







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Autopilot is built around the idea that customers provide authorization upfront rather than approving every action individually. As Cleo describes it, the platform "takes action within the guardrails you set, handling previously approved decisions automatically." Spending patterns are analyzed, expenses anticipated, and funds moved without requiring per-transaction confirmation. The result is a shift from recommendation engines to execution engines.

Currently rolling out in the U.S. and U.K., Autopilot represents the next stage in the evolution of personal financial management. In the past, experiences centered on account aggregation, financial insights, and coaching - followed by automated savings tools and approval-gated money management systems that still required customer confirmation before any state-changing action occurred.

Agentic AI introduces a further step toward delegated financial execution. The concept has roots in the robo-advisory market, where providers such as Wealthfront and Betterment established consumer comfort with automated investing, portfolio rebalancing, tax-loss harvesting and smart transfers. These solutions are primarily rules-based rather than fully agentic but have demonstrated strong demand for automation when consumers trust the process and outcomes. Competitive threats are emerging outside of traditional banking where the rise of AI-driven platforms has already challenged FIs through account aggregation and financial guidance capabilities. OpenAI's personal finance initiatives and Copilot Money's MCP beta, which enables consumers to connect financial data to external AI tools for analysis and advice, signal market direction. Today, these experiences are largely limited to insights and recommendations. Tomorrow, consumers may expect those same platforms to move money, optimize cash flow, manage savings goals and execute financial decisions on their behalf. In that scenario, FIs risk becoming providers of accounts and balance sheets while external AI platforms own the relationship.

This should prompt financial institutions to revisit their digital roadmaps. The industry's evolution toward PFM 2.0 has delivered planning tools, embedded advice, automated savings programs, and round-up features. However, developments from Cleo, OpenAI and other AI-driven providers suggest the next phase of competition will center on autonomous financial management.

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