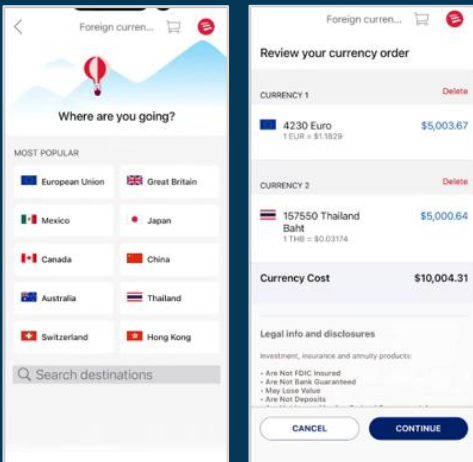
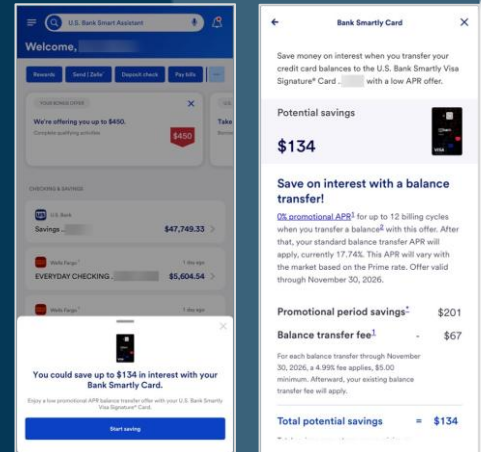


US Bank Personalizes Balance Transfers

US Bank has deployed a post-login slide-out panel that leverages customer data to highlight potential interest savings through a promotional APR balance transfer to the Bank Smartly Card.

A prominent "Start Saving" call-to-action guides users to a dedicated experience that outlines the opportunity in greater detail, including personalized information such as the user's linked credit card balance and current APR. From this screen, users can seamlessly initiate a balance transfer, creating a direct path from awareness to action. By leveraging aggregated financial data, US Bank delivers a relevant recommendation at a key moment. Presenting the offer immediately after login helps users quickly understand the potential value of the promotion.

As revolving debt balances continue to grow and borrowing costs remain elevated, digital balance transfer experiences represent a meaningful opportunity for lenders to drive engagement, deepen relationships and generate incremental portfolio growth.



Bank of America Offers In-App FX

Bank of America is making foreign currency purchases more accessible by allowing customers to order currency directly through digital banking, either via Erica or a dedicated Mobile Order feature.

The experience begins with educational content and fulfillment options, providing users with important details regarding delivery methods, branch pickup availability and shipping considerations. The ordering process is intuitive, guiding users through destination selection, exchange amount and preferred bill denominations, including large, small or mixed bills. After reviewing the transaction details, users can select their preferred delivery method and designate the account from which payment will be made.

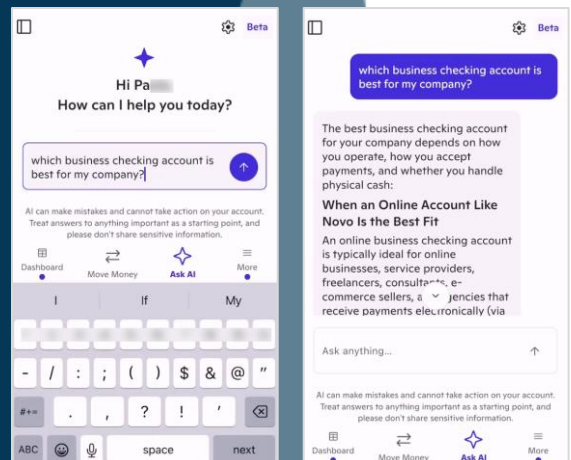
The journey leverages a clean interface that simplifies what has traditionally been a complex service. By presenting information in a logical sequence and offering flexibility throughout the process, Bank of America delivers a comprehensive FX experience that combines convenience and transparency.

Novo Adds Conversational AI Interface

Small business banking provider Novo has launched NovoAI, an AI-powered assistant that leverages natural language processing for financial management and efficient navigation.

Accessible throughout the app via a persistent floating menu, NovoAI enables users to interact with their accounts using conversational prompts, while also providing access to support resources. The tool can surface insights related to spending patterns, month-over-month trends, transaction activity, account balances, and cash flow, helping business owners better understand their financial positions. Customers can choose to limit NovoAI's access to account-level data, allowing the assistant to provide help and support information without analyzing financial activity.

According to the Digital Banking Analyzer, 66% of tracked institutions now offer an in-app chatbot, highlighting the growing demand for convenient, self-service support and personalized financial insights.



Advisors Plus on... Account Funding

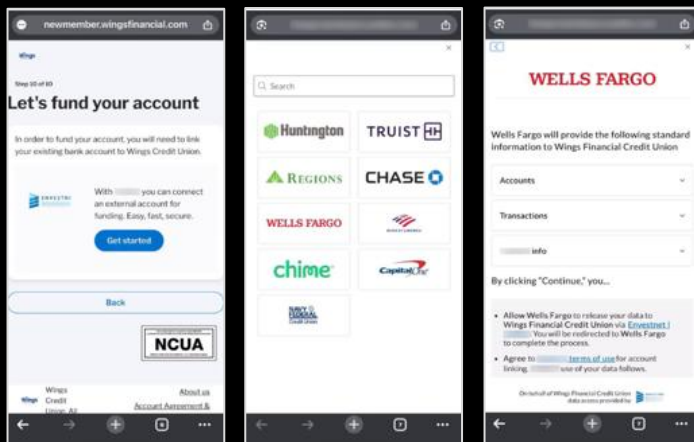
Capturing engagement early in a digitally opened account relationship is critical. Without prompt actions such as funding the account, enrolling in digital banking, or completing a first transaction, account-holder interest can quickly decline. Effective onboarding helps establish primary relationships, reduce attrition and improve long-term account profitability.

Account Funding: The Importance Of Timing And Optionality

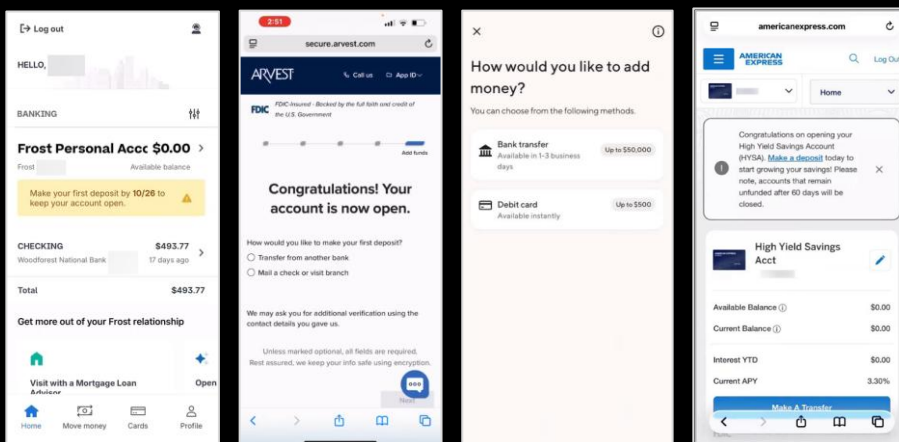
Early account funding plays a critical role in establishing an active and durable account relationship.

Research consistently shows that account holders who fund and engage with a newly opened account soon after approval are more likely to remain active, adopt additional products and develop a primary banking relationship. Effective digital experiences and targeted onboarding communications can encourage these early actions, supporting stronger deposit growth and improved retention.

One approach is to require funding during the onboarding process. The account application stage represents a moment of peak intent, when consumers are highly motivated to complete the relationship.



How does your
digital banking
experience stack
up?
[Explore the
opportunities.](#)



By incorporating funding directly into the account-opening journey, institutions can capitalize on that momentum and drive immediate account activation. Providers that require funding during onboarding typically offer multiple funding methods, including debit card transfers, account-to-account transfers and linked external accounts, helping balance convenience with conversion goals.

More than half (53%) of U.S. checking account providers tracked by the Digital Banking Analyzer currently require funding during onboarding. Conversely, many institutions have adopted a fintech-inspired approach that prioritizes funding after account approval and enrollment. This strategy reduces friction during account opening by limiting upfront requirements and leveraging progressive disclosure throughout the onboarding process. It shifts the focus from account acquisition to account activation, using personalized messaging within digital banking to encourage the first deposit or transaction after enrollment.

While this approach can improve account opening completion rates and create opportunities for more relevant engagement, it may also result in higher levels of account dormancy and increased fraud exposure if activation efforts are not effectively managed. Ultimately, the optimal funding strategy depends on an institution's business objectives. Factors such as deposit growth goals, the desire to establish primary relationships, speed to interchange revenue, customer acquisition economics, fraud risk and the cost of inactive accounts should all be considered when determining how and when funding is incorporated into the digital account opening journey.