

Bank of America Bolsters Pro-Active Wellness

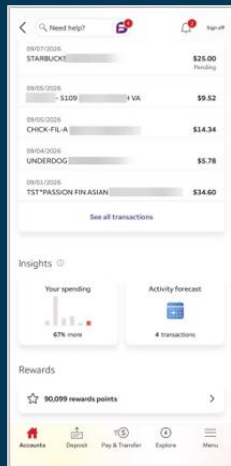
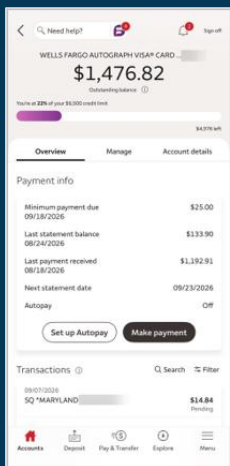
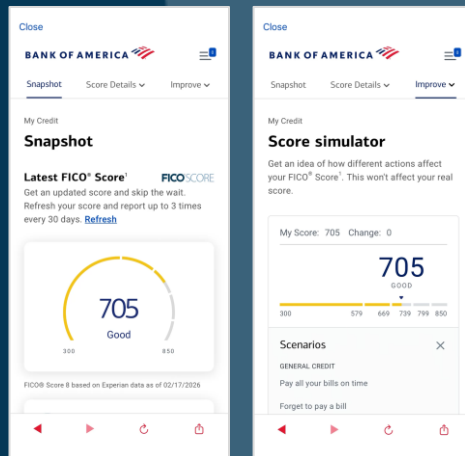
Bank of America's app now includes a dedicated credit management hub called My Credit, designed to help customers understand, monitor and improve their credit health. The experience is organized across three main tabs:

Snapshot provides a high-level view of the customer's latest FICO Score and credit profile.

Score Details breaks down the key factors influencing credit performance.

Improve introduces interactive credit score tracking tools, including a credit score simulator that shows how financial actions may affect credit scores and a score planner that allows users to set goals, track progress and receive personalized guidance. These new tools are complemented by contextual FAQs that provide in-the-moment guidance, helping customers quickly understand and leverage the features with minimal friction.

My Credit moves the user experience beyond passive score monitoring, creating a more proactive approach to financial wellness within the app.



Wells Delivers Account Insights

Wells Fargo has launched new Insights Snapshot tiles within its credit card account summary experience, delivering personalized visualizations of spending activity and future spending projections.

The tiles take app users to the bank's chatbot, Fargo, where they can view spending or forecasts in greater detail. The approach encourages users to engage with financial management tools without requiring them to search for functionality within the app.

The insights draw from activity across all customer accounts, offering a broader view of overall financial health. While this approach delivers valuable context, it may feel less relevant when accessed from within the credit card account experience.

Users can view credit card spending only from an account dropdown within the spending insights details; however, this is not available for the activity forecast view.

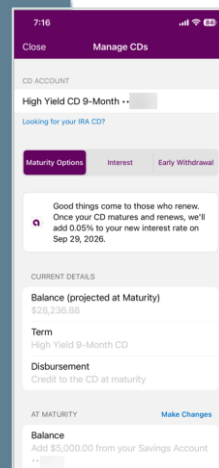
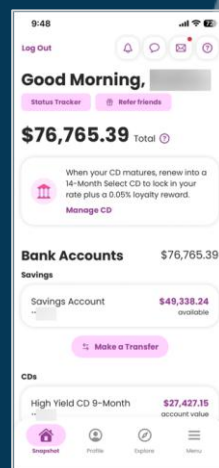
Ally Excels at Seamless CD Renewals

Ally has become a market leader in offering renewal incentives combined with a complete CD renewal journey within its mobile app.

Before a CD matures, users receive a notification on the home screen that highlights a 0.05% APY loyalty reward, with a direct link to a CD management screen that shows current product details, as well as access to Ally's renewal options.

Customers can add or withdraw funds upon renewal, change the term, edit interest disbursement methods or close the CD altogether. A prominent call to action at the bottom of the screen enables users to submit their renewal instructions to Ally.

This seamless process demonstrates how financial institutions can create a positive customer experience and retain deposit dollars – without investing heavily in incentive schemes.



Advisors Plus on... Ally Drives CDs Through Experience, Not Expense

Institutions can achieve desired accountholder behaviors through intuitive, frictionless digital experiences rather than costly financial incentives. By simplifying journeys, personalizing recommendations and presenting relevant actions in the moment, financial institutions can increase adoption, retention and engagement while reducing reliance on promotions, rewards and incentives.

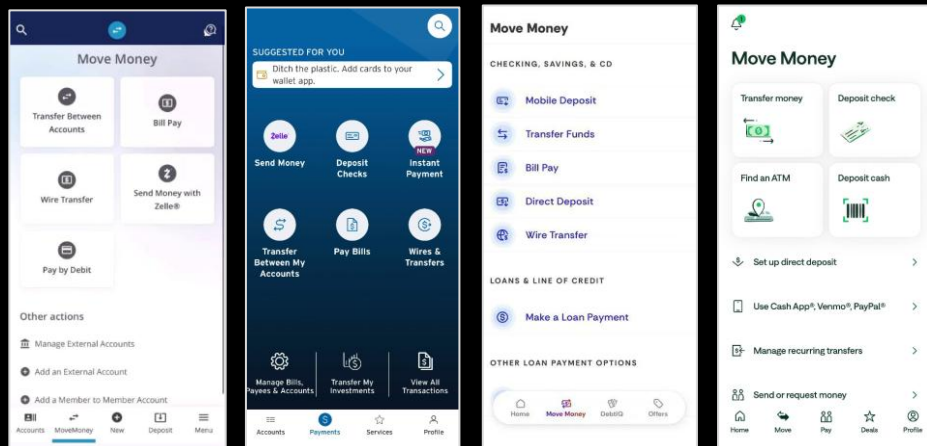
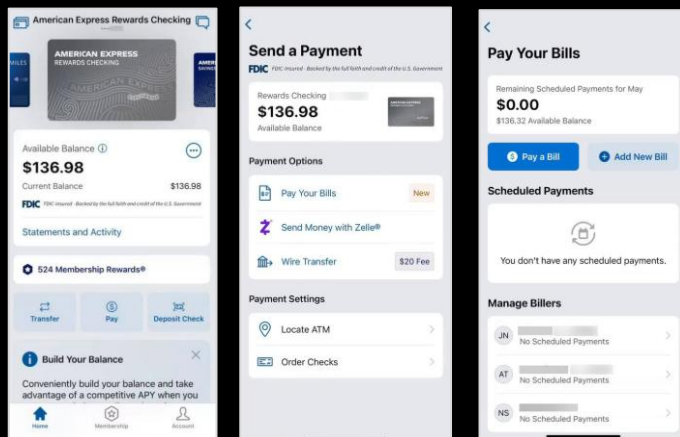
Amex Adds a Payments Hub

Amex has added a dedicated hub that serves as a centralized location for managing all payment methods.

The payments hub displays supported payment types in a single interface, so users can easily assess their options without navigating multiple journeys or menus. Amex also provides upfront visibility of associated fees and payment profiles.

At the same time, Amex introduced Bill Pay, giving customers access to a broad range of payment tools while creating additional reasons to engage with the app on a regular basis.

Users can add, delete, manage and view all scheduled payments in the dedicated section.



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A payments hub can shift a checking account from a passive store of money to the customer's daily financial command center. However, just 62% of U.S.-based retail checking providers tracked by the Digital Banking Analyzer offer payments hubs. Super regionals (80%) and regionals (75%) lead the way, followed by nationals and credit unions (both 67%), regionals (48%) and fintechs (42%), with the latter less likely to offer a range of payment methods.

In-app payment hubs offer a wide range of benefits for both account holders and financial institutions. By consolidating payment activities within a single experience, providers can strengthen engagement and become the consumer's primary payments destination. This not only supports deposit retention and increases visibility into consumer behavior, but also unlocks cross-sell opportunities while reducing servicing costs. The standardized platform further enables the seamless integration of new payment methods as preferences evolve.

ABOUT THIS MONTH IN DIGITAL

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