



Union Bank & Trust

UBT needed a dependable mobile partner to deliver an exceptional experience. BankingON provided the team and technology to fill in the gaps on mobile.

Bank Profile

- \$5.9B assets under management
- 141,000 Customers
- #13 Best Bank in the USA (Forbes 2021)

Results

26%

Mobile user growth

84%

Mobile transfers (in dollars) increased

90%

of digital customers actively use mobile

75%

of digital logins are from mobile

4X

More mobile logins than branch transactions

40%

Mobile Transfers increased

31%

Mobile Touch-ID users increased

Challenge

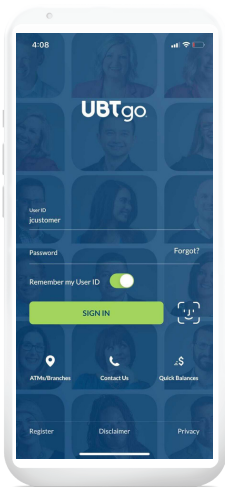
- The 1.0 edition was slow, disjointed, confusing to customers, and the App Store ratings dropped below two stars.
- The mobile platform needed more security and integration flexibility for UBT's most important customer-facing technology.
- Any alternatives to completely replace the app would require a long, expensive, and painful conversion.
- Difficulty finding a dependable mobile partner to execute on the product vision and supplement the capacity and talent UBT's internal team.

Solution

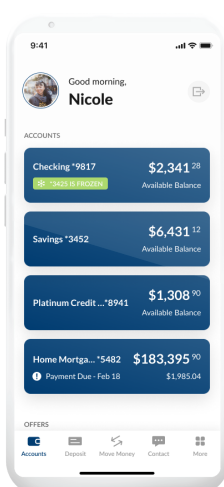
- Replace the 1.8 Star legacy mobile web-app with a 4.9 Star native-mobile app.
- Engage with a mobile partner well-versed in the Architect™ implementation process, banking technology, and understanding unique customer needs.
- Seamlessly roll out a successful app, while exceeding the bank president's high expectations "we simply cannot fail".
- Customers needed the mobile app to be simple, clean and visually appealing, much like an iPhone experience.



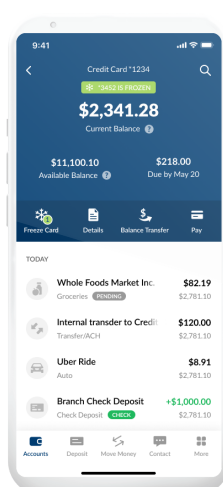
Login



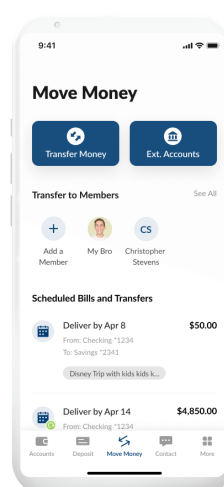
Home



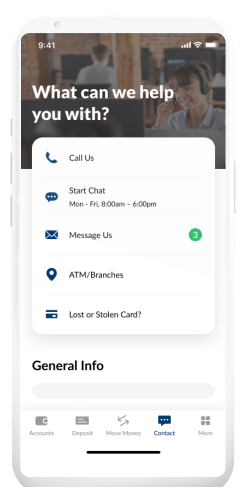
Accounts



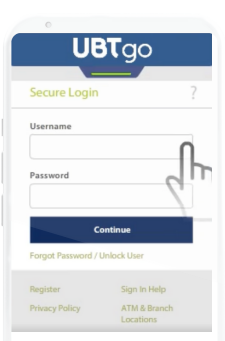
Move Money



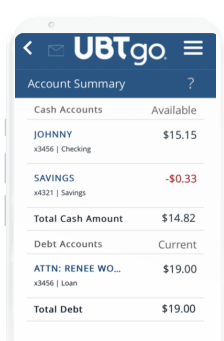
Contact Us



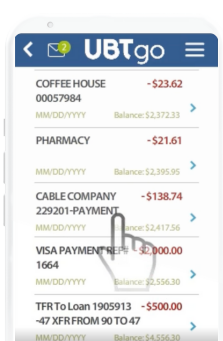
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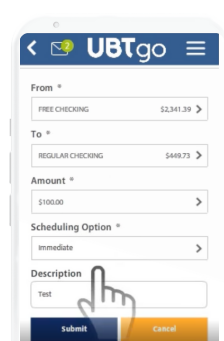
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Accounts



Move Money



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