

Account Opening

The Bottomline oFlows Platform is an entirely digital, multi-channel account origination solution that brings convenience to you and your customers by providing a simplified, paperless account opening and lending experience.

Features

- **oFlows Application**
 - » **My Applications Portal:** Allow applicants to save and resume applications from a secure online portal.
 - » **Supporting Document Upload:** Let applicants upload files from a desktop, or snap photos with a mobile device.
 - » **Automated Email Verification and Email Communications:** Send notifications through a verified channel.
 - » **Integrated Electronic Signatures:** Collect signatures digitally, from a desktop or mobile device touch screen.
- **Funding**
 - » **Credit Card/Debit Card Funding:** Accept payment through PayPal's PayFlowPro™ gateway.
 - » **ACH Transfer Funding:** Allow applicants to initiate ACH transfers to fund accounts.
 - » **Internal Transfer Funding:** Let existing customers or members fund from another account at your institution.
- **Risk Management**
 - » **Identity Verification and Fraud Prevention:** Verify applicant identities and check for red flags.
 - » **Deposit Decisioning:** Use debit history to accept, decline, or send applications into review.
 - » **Loan Credit Screening:** Automate credit screening and provide applicants real-time qualification feedback.
 - » **Cross-Sell Logic:** Qualify applicants for additional deposit and loan products, and present cross-sell offers.

Supported deposit types:

- Fixed and variable-rate checking
- Savings and money market accounts
- Fixed-rate and fixed-term certificates

Supported loan types:

- Fixed rate vehicle loans (direct channel)
- Fixed and variable-rate, unsecured personal loans (closed-end)
- Fixed and variable-rate, unsecured lines of credit (open-end)
- Fixed and variable-rate credit cards (revolving credit)

- **oFlows Console**
 - » **Application Resume and Review:** Resume applications started online, or start new ones from the oFlows Console.
 - » **File Assignment and Email Notifications:** Assign applications to staff for processing and set notifications.
 - » **Campaign Tracking:** Launch campaigns with product-specific URLs to drive business.
- **Integrations**
 - » **Deposit Core System Integration:** Connect to your core system with one of our pre-built adapters.
 - » **Online Banking Single Sign-On:** Let existing customers and members skip identity verification and data entry.
- **And many more!**

- "Online and mobile account opening will surpass the opening of new accounts in branch offices by 2017, with account opening using mobile devices having a 37% CAGR."¹

- Advanced cross-sell provides total control with customized decisioning and simplified configuration.

Account Opening Add-Ons

Optional premium features can be added to further enhance and customize the Account Opening product.

- **oFlows Application**
 - » **Advanced Application Branding:** Get custom branding, extra options and a custom domain name.
 - » **Pre-populated Data Fields:** Pre-fill applicant information from a website landing page or form.
 - » **Google Analytics Tagging:** Track applicant abandonment throughout the oFlows Application.
- **Risk Management**
 - » **Advanced Identity Verification and Fraud Prevention:** Create custom strategies with provider returns.
 - » **Advanced Deposit Decision and Cross-sell Engine:** Use additional factors to decision and cross-sell.
 - » **ACH Transfer Funding Verification:** Verify accounts used for ACH Transfer via the "challenge deposit" protocol.
- **Integrations**
 - » **Additional VPN Connection:** Add a second VPN connection to satisfy risk protocols.
 - » **NACHA and Application PDF Package:** Send files to your server.
 - » **Custom Deposit Core System API:** Use our API to build a deposit core system integration.
- **Additions**
 - » **Advanced Mobile Branch (10-branch Bundle):** Use tablets in the branch, call center, or out in the field.
 - » **Best Practice Forms Templates (10-form Bundle):** Service accounts easily.
- **And More!**

Financial Institution Benefits

- **Simplifies the account opening experience** in four key delivery channels:
 - » **Branch:** Staff can move freely within the branch to better assist customers.
 - » **Field:** Staff can use a tablet to set up accounts anywhere.
 - » **Online and Mobile:** Applicants can open accounts and apply for loans on their device of choice.
 - » **Call Center:** Agents can initiate a new application, or help applicants resume an existing one.
- **The process is entirely digital**, and creates no paper waste.
- **Advanced cross-sell engine offers full flexibility**, allowing the financial institution to configure additional products to offer to qualified applicants.
- **Offer an industry-leading user experience** that boosts conversion and keeps users coming back.



- Research estimated a mobile account opening CAGR from 2013 to 2020 of 30 to 35 percent based on various assumptions. According to the study, financial institutions will see 2 to 2.5 million checking accounts opened and funded through mobile devices in 2014. By 2020, that number will grow to 10 to 12 million and about 1 in 4 accounts are expected to be opened via mobile.¹

- Cameras capture driver's license and supporting documentation with a click in real time.
- Touch technology allows for powerful form capabilities and digital signatures that enable customers to sign documents right on their device using a finger or stylus.

Customer Benefits

- **Sign documents, upload a driver's license photo and more** - all from a mobile device.
- **Access an automatically optimized user interface** that changes depending on the device used.
- **Save and resume multiple applications on any device.**
- **Enjoy an industry-leading user experience** that leads to less frustration and a great first impression.

1. Capachin Research. Online Banking Report: Mobile Account Opening. 2014.

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