



Personalizing the Digital Engagement

There was a time when account holders walked into your branch and were greeted personally by staff who knew which life events they were going through and could recommend relevant products, services, resources, and education to keep them fiscally healthy throughout their journeys.

Today, account holders are much more likely to interact with their financial institution digitally than in person. It's time you serve them where they are ... your digital channel. And it's easier than you think to turn what has been impersonal transactional associations into meaningful relational engagements—just like in your branch. **The key is using data to truly personalize your outreach.**

IF you personalize experiences for individual consumers through a comprehensive digital banking and fintech ecosystem, you can ...

MAKE THE GOOD TIMES GREAT ...

Open an account

Make it a simple, seamless digital experience that doesn't end with account opening

Build credit

Communicate credit scores and offer products to make customers' credit stronger

Establish goals

Help account holders save for big purchases and travel

Purchase an auto or home

Anticipate the need and meet it in the moment

Establish a business

Offer a loan and provide fintech solutions that go beyond traditional banking



AND THE TOUGH TIMES BETTER ...

Identity Theft

Detect suspicious activity in real time

Card Fraud

Enable customers to digitally manage every aspect of their credit cards

Crippling Debt

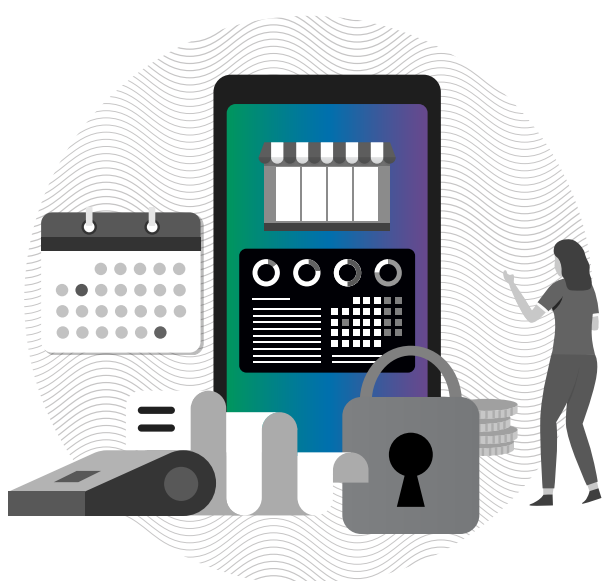
Help customers manage and draw down debt

Rising Medical Bills

Identify high withdrawals for medical expenses and guide account holders through the fiscal emergency

Job Loss

Reach out with just-in-time education and resources when a direct deposit is cancelled



BUILD LOYALTY THROUGH DIGITAL ENGAGEMENT

Consumers today expect you to know them, anticipate their needs, and engage with them in highly personal ways.

You can meet and exceed these expectations with Q2's suite of data-driven banking solutions and curated fintech ecosystem—all together on one digital platform. It's purpose-built to empower financial institutions to personally know and serve account holders and grow more meaningful, loyal relationships.



Learn more about this new approach to digital banking.