

Deepening Consumer Relationships in a Digital World

Your account holders today aren't visiting your branch with the regularity they used to. But they are consistently interacting with your brand via the digital banking channel. Are you greeting them with the same familiarity online as you did in the branch? Are you providing a welcoming greeting and timely, relevant messaging around life events such as the need for an auto loan, financial wellness, or business financing?

Granted, you aren't face-to-face, but you do have more than enough data to extend and deepen your relationships in a digital world. And technology that's readily available today can enable your financial institution to better understand account holders' behaviors and needs, and consequently, better know, serve, and grow your virtual consumer community.

Enhance The Digital Experience

95% of FIs say using data to enhance or augment the digital banking experience is important.

The effective use of data in banking today starts with sales and marketing. But it certainly doesn't end there. Going forward, the most competitive and successful financial institutions will use data in every interaction, decision, and process.

Harness The Power Of Data

3.75%
of FIs say they're
"extremely confident"
their institution is using

data effectively.

Gather and analyze the vast amounts of data you have at your disposal to better understand account holders' needs across their journeys. Meet Consumer Expectations

78% of banking consumers expect personalized support from their bank.*

Unlocking insights from data and applying them—to stop fraudulent transactions, share advice and timely offers, deliver personalized experiences, and so much more—is the new expectation for the digital relationship.

Deliver Personalized Engagements

of banking consumers feel their banks are delivering personalized support.*

Deliver personalized engagements based on account holder characteristics and traits to help them set and achieve goals, access just-in-time education, and take advantage of meaningful, relevant offers.

Deepen Relationships



Quickly solve account holder problems, differentiate your brand, and deepen relationships by offering a fintech ecosystem of innovative solutions that go beyond traditional banking.

*J.D. Power's 2022 U.S. Retail Banking Satisfaction Study © 2023, Q2 Software, Inc. All rights reserved.

A new approach to consumer banking

Account holders want a simplified, streamlined, personalized experience-on the channels they prefer, at the time most convenient for them.

Q2 can help you deliver all of this and more. Our end-to-end suite of consumer banking solutions is designed to help your financial institution better know and serve account holders digitally, and grow deeper, more meaningful relationships.

