

Case Study

Equitable Bank Increases Account Holder Engagement and Mobile Cheque Deposit Success Rates with Alogent's Mobile Deposit Services



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Introduction

It is no secret to financial institutions that staying competitive means keeping products and services reliable and ahead of trends in consumer preferences. Real life, however, is rarely that simple. Organizations too often find themselves sandwiched between quickly evolving customer expectations and the banks sometimes limited available resources needed to meet them.

Equitable Bank of Toronto, Ontario, including its EQ Bank digital banking service, was in such a position – trying to strike the right balance between being able to deliver reliable mobile based cheque capture abilities to its customers, while finding a cost-effective solution to replace what they had been using.



Challenge & Opportunity

EQ Bank's leadership was acutely aware that their mobile cheque capture solution currently in place was a weak link, achieving on average a success rate of only 55% - 65%. Exceptions for users were extremely common, often resulting from poor or unclear image quality. With such a crucial service regularly impacted by unreliable and difficult user experiences, customer dissatisfaction had even started to decrease the bank's mobile application ratings in both major app stores.

Equitable Bank's leadership knew it would need to overhaul the offering but needed to do so while carefully considering available IT and infrastructure resources.



Frustration extended internally, as well. Such high image rejection rates were creating hours of extra daily work and significant overhead in back office processing and contact centre teams due to:

- Rejections from poor image quality
- Rejections because of a missing rear cheque image
- Manual rekeying of the MICR line
- Correction of amount mismatches requiring reversal and reposting in the core banking system
- Manual rejection of duplicates
- Inbound calls from frustrated customers unable to deposit a cheque with their mobile device
- Items rejections by partner banks due to poor image quality
- Non-scalable solution for future growth

To move forward and regain positive feedback and trust with account holders, Equitable Bank's leadership knew it would need to overhaul the offering but needed to do so while carefully considering available IT and infrastructure resources.



Solution

Understanding that urgent action was needed, but unsure exactly how to move forward without overextending resources, EQ Bank's leadership reached out to Alogent. It was quickly determined that Alogent's Mobile Deposit Services (MDS) would be the perfect fit to bridge the bank's requirements. MDS is a fully hosted, end-to-end mobile cheque acquisition and processing platform capable of interfacing with any mobile app that facilitates mRDC.

Mobile Deposit Services (MDS)

- Mobile deposit in the cloud
- Scalable and configurable with international capabilities
- Competitive advantage without the overhead



Chosen for its flexibility and the reduced overhead in staffing, coupled with the reduced hardware and software responsibility of the bank given its fully hosted offering, Mobile Deposit Services enables:

- Cheques to be captured and imaged through mobile remote deposit
- Quick, centralized and seamless updates to be pushed from the Alogent Cloud and for the bank to avoid service downtimes
- A scalable offering through Alogent Cloud to address high-growth environments
- The management of day-to-day operations in the back office including:
 - Consolidation of all deposits
 - Exclusion of identified exceptions through custom business rules
 - Ability to interface with third-party fraud detection engines
 - Reconciliation
 - Creation of outgoing files in specific image-exchange formats that are then sent to designated endpoints





“Just 4-months after a contract signature, EQ Bank was live and in a production environment with a fully-featured and highly successful mRDC solution.”

Alogent worked closely with EQ Bank’s Product, Operations, IT and Marketing teams to tailor the solution and surpass the bank’s project requirements around timeliness and budget. Just 4-months after a contract signature, EQ Bank was live and in a production environment with a fully-featured and highly successful mRDC solution. Replacing the previous RDC offering with MDS proved popular even before the new solution was fully rolled out. “Internal demos were completed and used as feedback, which was incorporated into the next release,” explains Archana Kumar, Senior Manager, Operational Excellence and Customer Care, EQ Bank. “The most positive feedback was around how quick the auto-capture process was to capture the cheque images.”



Results

Overnight, the bank's mobile cheque deposit success rates jumped from 55% to **95%** – an incredible margin by any measure. Even more dramatic, EQ Bank notes a **40%** increase in customers depositing cheques within only four months of rolling out the new offering.

The success of Alogent's newly implemented MDS solution even went beyond the bank's stated goals that initially drove the project – to increase successful deposit attempts and the overall number of cheque deposits.

Alogent's industry-leading MDS solution was “delivered with only a marginal increase in annual operating cost,” explained

Kumar. “The project's full capital expenditure was also less than the original solution, as well as other solutions that were considered.”

By implementing Alogent's best-in-class MDS solution to EQ Bank's mobile banking solution, the bank was able to increase account holder engagement through the mobile channel, as well as to offer real-time access to cheque images within the contact centre. With tight integrations to its core banking provider and CRM system for fraud review and case management, the bank quickly gained an end-to-end, turnkey offering that scales with growth and offers employees the ability to focus on their day-to-day operations, supporting their customers.



About Alogent

Alogent provides proven, end-to-end payment processing, content management, digital banking, and loan origination technologies to financial institutions, currently including over 2,400 credit unions, community and regional banks, and some of the largest national and international institutions. Our solutions are versatile, scalable, user-friendly, and exceptionally stable. Because of our relentless focus on innovation, our clients consistently exceed their productivity, financial, and customer experience goals. Learn more about Alogent at www.alogent.com.

