

Case Study



1st Mariner Bank

Making the Most of the Mobile Channel Results in Improved Customer Engagement

When 1st Mariner Bank decided to reach customers via a mobile channel, it wanted to do it all the way. The bank provided a full range of mobile offerings via Mobiliti™ from Fiserv, and it then went the extra mile to ensure customers took full advantage.



"We wanted the client-branded app as soon as it was available. We did it all in about six weeks, and we love it and are really happy with it."

Wade Barnes

Director of Marketing

1st Mariner Bank has long had a strong online banking presence among its 55,000 customers in central Maryland. But the bank knew that to reach the younger demographic, it needed to meet Gen Y customers where they are—on their mobile devices. In 2011, the bank took its first major steps into mobile banking, offering the TouchBanking™ app from Fiserv through Mobiliti.

A year later, after migrating to the Premier® account processing platform from Fiserv, 1st Mariner was among the first Fiserv clients to implement the client-branded app through Mobiliti, and the bank's customers jumped right in.

In addition to the client-branded app, 1st Mariner offers a full range of Mobiliti features, including bill pay, mobile deposit, person-to-person payments and Mobiliti: Tablet. The mobile channel was proving to be highly successful, but the bank wanted more.

Maximizing Mobiliti

Our adoption rate was impressive, but we wanted to push it further," said Wade Barnes, director of marketing, responsible for the department that manages electronic banking initiatives for 1st Mariner.

The bank worked with the Mobile Adoption Marketing team from Fiserv to discover ways to optimize the functionality in Mobiliti and further engage customers. For example, the bank implemented a smart app banner. When



Client Profile

1st Mariner Bank is an FDIC-insured, independent community bank that is a wholly owned subsidiary of 1st Mariner Bancorp, a bank holding company. It is headquartered in Baltimore City, MD, and provides commercial banking services to about 55,000 customers in central Maryland, with a specific focus on the needs of individuals and small to mid-sized businesses. The bank, which has \$1.2 billion in assets, prides itself on giving customers access to local bank officers who are empowered to act with flexibility to meet customer needs and build long-term banking relationships.

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a customer accesses online banking either via the mobile website or the traditional website, the solution recognizes the customer's device and recommends the appropriate app.

The bank also focused on graduated, targeted email marketing to encourage customers to use the mobile channel more extensively. If a customer is using mobile banking, then the email might introduce mobile deposit. If a customer is already using mobile deposit, the marketing focus might shift to person-to-person payments, and so on.

"The experience with the Mobile Adoption Marketing team has been pretty wonderful," Barnes said. "I recommend to those who are implementing Mobiliti to connect with the Mobile Adoption Marketing folks early on and take advantage of what's already been created."

Reaching Customers for Less

With the help of the Mobile Adoption Marketing team, the bank got what it was looking for—accelerated usage of the mobile channel.

In fact, the bank experienced a marked increase in month-over-month user growth each time a new feature was introduced. Overall adoption percentages (mobile banking users as a percent of online banking users) grew to 17 percent after the bank implemented the client-branded app, grew to 49 percent after mobile deposit was implemented, and grew to 56 percent after the tablet app was introduced.

Barnes said the benefits of the mobile channel run deep, and he hopes to continue the bank's success.

"Theoretically, it's a cheaper channel. Mobile deposit is huge with a ton of feedback and adoption exponentially increasing month over month," he said. "We're seeing more engaged customers, and they're engaging with us on a channel that's less expensive than more traditional channels."

Challenge

1st Mariner Bank had a strong online banking presence, but it wanted to reach its younger customers where they spend most of their time—on their mobile devices.

Solution

The bank became a first adopter of the client-branded app via Mobiliti, as well as offering a full range of mobile features, including bill pay, mobile deposit, Mobiliti: Tablet and Popmoney® personal payment service from Fiserv. The bank then worked with the Mobile Adoption Marketing team to discover ways to optimize the functionality in Mobiliti and further engage customers.

Proof Points

With the help of the Mobile Adoption Marketing team, the bank got what it was looking for—accelerated usage of the mobile channel. The bank experienced a marked increase in month-over-month user growth each time a new feature was introduced, and overall adoption percentages (mobile banking users as a percent of online banking users) have grown continually, as well.

Barnes also encouraged others to get on board with mobile banking and the digital economy, forecasting that those who don't will soon be left behind. He especially recommends mobile deposit and the tablet app, noting that both are getting excellent feedback from 1st Mariner customers.

"What are you waiting for? You're missing the boat. It's only a matter of time before you start losing customers," he said.

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