

OpenNow/FundNow®

Accelerate New Account Origination and Funding



Help customers and members open and fund new accounts in a matter of minutes. OpenNow/FundNow allows you to cost-effectively capture potential new customers on your website with account opening and funding.

Winning New Accountholders

Online account opening plays an important role for financial institutions and the experience can shape a consumer’s first impression, or improve or detract from an existing relationship, depending on the online experience.

Ensuring that an online application moves smoothly through the process is critical. It is essential to minimize issues that cause abandonment and keep the account from being funded.

Solidify the Relationship Immediately

Customers and members are increasingly being enticed to online banking because it provides access to 24-hour services, allowing them to monitor and manage their money at any hour of the day – at their convenience.

Benefits

- Increase revenue by attracting new accountholders with convenient account opening practices
- Retain and deepen existing relationships with your customers or members
- Reduce operational costs
- Improve efficiency
- Lower account opening costs
- Increase upsell and cross-sales opportunities
- Provide a faster and more convenient experience for your customers or members

Ironically, the first step in establishing this relationship – opening an account online – typically creates frustrating delays, offline interactions and potential rejections. When consumers hit obstacles opening online accounts, they’ll go elsewhere.

OpenNow/FundNow converts prospects into funded accountholders by providing them with an enhanced user interface, shorter application processing time and a choice of quick and easy funding methods.



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Open Accounts in a Single Session

Gaps in the account opening process that require wait times opens the door to losing your potential member or customer. Verify and approve the new account with the OpenNow/FundNow flexible decision engine that delivers enhanced ID verification and credit assessments by harnessing information from industry-standard and proprietary sources. This automated authentication and verification process satisfies business, risk and compliance requirements.

You can customize the decision engine to set your own parameters for specific campaigns, products and prospect segmentations, creating a flexible solution.

Easy Funding Options

Let your customers and members complete their new accounts with easy funding capabilities. OpenNow/FundNow supports verification of a funding account's ownership through a number of different verification methods, including instant verification, real-time verification and through trial deposits. Once verified, account funding via the ACH network delivers standard three-day funds availability along with high-value transaction capabilities for added customer convenience.

Improve Wallet Share

When a consumer or member is opening an account the time is ideal for implementing cross-sell strategies. OpenNow/FundNow allows you to leverage that prime opportunity with the right products based on the applicant's risk profile.

Unmatched Technology

OpenNow/FundNow is built upon an industry-standard technology platform that offers a simple, fast and cost-effective implementation via a fully hosted solution. It offers a highly scalable and flexible infrastructure that is easily configurable and flexible – that lets you change, add or delete specific steps involved in the account opening process to suit your needs. It also gives you customization capabilities such as providing your accountholders with debit cards and e-statements along with multiple options for signature card capture including physical and electronic options. This true multichannel solution includes a call center module.

Connect With Us

For more information about OpenNow/FundNow, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



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