

VerifyNow™: Instant Account Verification

A top 30 financial institution grows authorized transaction volume and improves account verification rate with instant account verification through VerifyNow

Successfully deploying VerifyNow as a part of the client's A2A transfer solution, a top 30 financial institution grew its successful account verification for connected accounts for A2A transfers by 11% in one month. As a result, the bank saw an uptick of 21% in transactions that month.

Client profile

This large U.S.-based financial institution has strategically invested in best-of-breed solutions to serve its broad customer base. The institution serves seven out of ten of the fastest growing markets in the U.S., with a strong focus on retail and small business banking, as well as commercial and corporate banking, investment and capital market, and also a robust lending business.



Challenge

Prior to implementing the VerifyNow from Fiserv, our instant account verification solution, this financial institution saw flat A2A transaction volume, with low percentage growths and month-over-month declines in transaction volume during 2024 and 2025. The institution was initially delayed in adopting the instant verification method powered by CertosSM data as a part of its VerifyNow implementation but wanted to see improved transaction volume in key accounts.

Solution

After close examination of how VerifyNow integrated seamlessly with TransferNow[®], Fiserv's account-to-account transfer solution, the financial institution felt comfortable using Certos to improve verification speeds. VerifyNow uses a three-tiered verification process:

→ **Instant verification – No user friction**

A behind-the-scenes verification process using Certos with data from 2,500 financial institutions, paired with internal core data to expand reach

→ **Real-time verification – Moderate user friction**

The user enters external credentials during the verification process. Fiserv also partners with Certos for this account verification method, with a reach of approximately 80% of U.S. DDAs

→ **Trial deposit verification – High user friction**

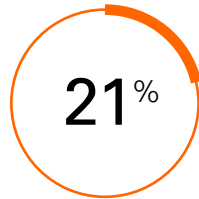
This verification method is used as a last-resort, high-friction verification solution, covering all U.S. DDAs connected by the ACH network. Users enter trial deposit amounts to verify account ownership

Proof points

In a single month since implementing the end-to-end VerifyNow account verification solution, this top 30 financial institution saw impressive results in both account verification and in transaction volume.



growth over previous month in successful account verification

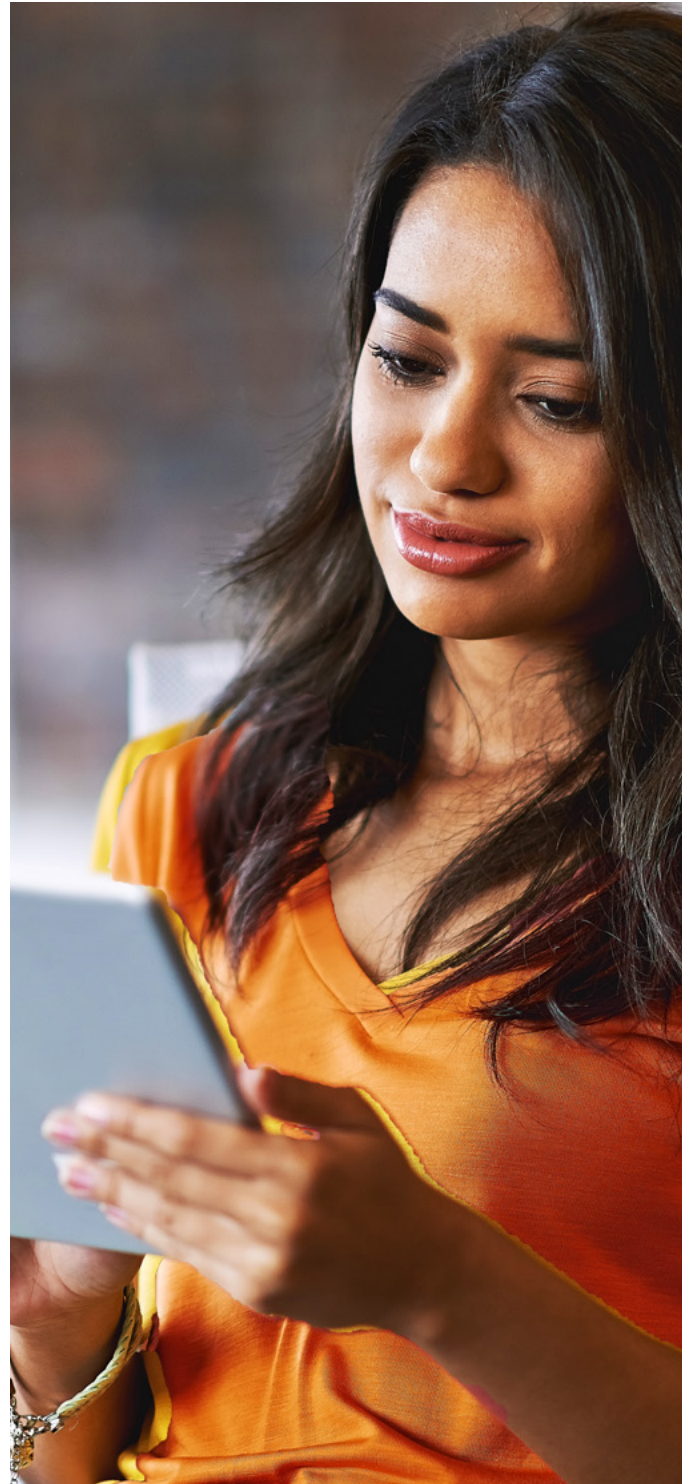


growth over previous month in A2A transaction volume




We are always looking for improvements to our customers' experiences in online banking. Creating faster payments experiences is a major priority for our institution. Consumers want to verify their accounts faster, and they definitely do not want to take two or three business days. By verifying the majority of these connected accounts instantly, this solution has eliminated that pain point. We look forward to the upcoming integrations with TransferNow and the instant payments rails to take the overall instant payments experience to the next level."


Executive



Connect With Us

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