



SUCCESS STORY FINANCIAL SERVICES

LEADING COMMUNITY & COMMERCIAL BANK OPTIMIZES THE ONLINE CUSTOMER EXPERIENCE TO INCREASE SMALL BUSINESS LOAN APPLICATIONS

Apexon simplifies the online application process to build prospect pipeline



This bank is a full-service community and commercial bank serving small and medium-sized businesses, financial sponsors, and consumers.

The bank was looking to increase its online presence and traffic in order to stimulate and identify potential leads for banking services and small business loans. But it was struggling to engage prospects and customers online due to an outdated web experience and difficult online loan application process.

The bank engaged Apexon to help improve the user experience of its website and online loan application process. By putting the users' needs first in the UI/UX redesign process, Apexon helped the bank optimize the user experience and streamline the online application.



#1 SBA Lender in Illinois



#2 Lender nationally*

(*National ranking: Ranked by the U.S. Small Business Administration by volume FY2020)



Nearly \$6.5 billion in assets



Over 40 branch locations in Chicago and Milwaukee metro areas



Neighborhood community partner for over 100 years

THE RESULTS

KEY OUTCOMES



STREAMLINED LOAN APPLICATION PROCESS



73% ONLINE LEAD CONVERSION RATE



INCREASED CUSTOMER SATISFACTION

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

LAUNCH & EXPERIMENT



BE DIGITAL

AUTOMATE & ACCELERATE



EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner

Apexon's complete redesign of the bank's form submission interface.

Apexon also took the bank's website completely into the cloud with Amazon Web Services (AWS).

Build digital infrastructure and foundation for enterprises to scale

Apexon's redesign eliminated unnecessary data entry fields, simplified website navigation, enhanced iconography, and reduced clicking and scrolling.

Leverage data engineering to make strategic decisions and get digital right every time

Apexon integrated the data input into the bank's nCino CRM system. A single, secure, and comprehensive cloud-based solution, nCino supported a streamlined process for receiving, managing and organizing potential leads.

THE CHALLENGE

CAPITALIZING ON POTENTIAL PROSPECT LEADS

This bank was looking to increase its online presence and traffic in order to stimulate and identify potential leads for its banking services. But they were struggling to engage prospects online due to a poor website user experience. Even when users did engage, there were additional obstacles:



Poor first interactions on the website were discouraging customers from making the website their preferred service channel



Applicants were required to provide a lot of sensitive information that many were hesitant to submit online



The site needed a significant update to make the customer interaction more seamless

THE SOLUTION

CREATING A BETTER USER EXPERIENCE FOR THE BANK'S CUSTOMERS

The Apexon engagement focused on several key areas:

One was the complete redesign of the bank's form submission interface by Apexon's UX team. The redesign eliminated unnecessary data entry fields, simplified website navigation, enhanced iconography, and reduced clicking and scrolling.

To accommodate the increased influx of customer data that came along with increased online usage, Apexon integrated the data input into Byline's nCino CRM system. A single, secure, and comprehensive cloud-

based solution, nCino supported a streamlined process for receiving, managing, and organizing potential leads.

Apexon also took the bank's website completely into the cloud with Amazon Web Services (AWS). Because of the sensitive nature of Byline's business and its customers' data, Apexon incorporated a number of security initiatives and firewalls to safeguard the data.

Creating four state-of-the-art, industry-focused Tableau dashboards that track KPIs pertaining to revenue, production, effective headcount and marketer performance is continuing to help the bank keep their finger on the pulse of their organization.

Some of the specific results include:



73% online lead conversion rate

As a result of increased online traffic and lead generation



Simplified submission process

By reducing the content needed to apply online



Increased customer satisfaction

As a result of better online UX



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FEELING SOCIAL?

