



“We’ve increased our online banking adoption while significantly reducing customer service calls.”

Greg Niemeyer, EVP/COO
Inwood National Bank

Q2

The Problem

Inwood National Bank, a \$2 billion community bank in Dallas, TX, had an outdated online banking system, resulting in low adoption rates and an overwhelming number of customer support calls.

The Goal

To reduce customer service calls and increase adoption by enhancing online banking functionality and user experience

What We Did

Implemented Q2's unique single platform architecture, helping Inwood:

- Consolidate three outdated banking systems into one solution
- Simplify daily business operations and overhead with one back office administration tool
- Deliver a state-of-the-art virtual banking experience, providing users a single login and consistent look and feel across all virtual channels

The Results

After implementing Q2's single platform, Inwood realized a 12% increase in online banking users and a 239% increase in online banking logins within the first seven months. Even with Inwood's increase in online banking users, customer support calls decreased by 15%. As a result, Inwood realized a 15% increase in market penetration, while simultaneously saving more than \$50k a year.