



Attract and Keep Millennials with a Custom Mobile Experience

Creating an innovative mobile experience that maximizes the strengths of your business, applies them to the communities you serve, and reaches the millennial prospects that fit your business model, can be challenging for community banks.



i²Mobile, from IBT provides community banks with the ability to tailor the app in real-time. Menu options customized through the user-friendly dashboard create an experience unique to each major device, and the markets you serve, while effectively

branding the bank. You can even launch products, advertise teaser rates, or promote community events from the app's home screen, before forcing the customer to log in.

Digital banking has to be more than transactional; it must convey why community banks are simply a better fit than the big box banks. i²Mobile provides your clients with real-time alerts and payment solutions. Real-time alerts ensure that your institution and your customers receive information as soon as it happens. Through the alert, the customer can make immediate



decisions regarding their accounts. Best of all, our solution provides you with essential end-user analytics. This data captures your client's needs, which helps you decide how your clients are using your services, and if they are satisfied.

i²Mobile enables your institution to expand market presence and potential while enhancing customer convenience, self-sufficiency, and loyalty. The ability to perform routine banking transactions using any digital

"Mobile is the preferred delivery method of millennials, many of whom are entering their prime earning years. We need to be better at attracting and retaining our future client base. Our people are the key, but the technology we provide is equally important, especially to millennials."

— Mark C. Dittman, IBT CEO



device attracts new clients, enhances client retention and improves client service. To keep relevant, financial institutions need to maintain their competitive edge by offering mobile banking and payments solutions that enhance client experience and increase efficiency.

Once millennial prospects become clients, IBT will help you maintain the relationships. With IBT, digital banking solutions, marketing, payments, and targeted delivery of services are all part of the package. If your customer has a mortgage at big box bank, and you are offering a better rate, our system can automatically notify the customer of your lower interest rate. IBT's solutions match customer data to your strengths and deliver the right messages to the right customers. Delivering select, customized messages to your clients is key to retention.