

Innovating for Growth with the Right Partner



VALUED CLIENT SINCE

November 2020

LOCATION

Fort Wayne, IN

ASSET SIZE

\$3.1B

DIGITAL USERS

50,000+

ABOUT ALKAMI

With the nation's fastest growing cloud-based digital banking platform, Alkami facilitates digital success for banks and credit unions in the U.S. The Alkami Platform helps financial institutions engage with their consumer and business customers with a modern digital-first infrastructure built for speed, security, and extensibility.

Mitigating risk: preparing to switch and integrate new platforms

STAR Financial Bank demands the very best in digital banking, especially when it comes to effectively engaging business owners or consumers in a personal way through digital channels. This drove their search for the right partner to help them be more effective in these areas while serving as a trustworthy, transparent advisor. The future partner also needed to put the customer first. This would require an organization that could anticipate STAR Bank's needs and deliver a stable, secure, and highly integrated digital banking platform.

Ensuring their business customers would be well-looked after during the transition between providers was a paramount concern to STAR Bank. Their new platform provider would have to not only deliver for the financial institution, but also provide business customers with visibility into managing their finances and improve their business intelligence with an intuitive system.

The simplicity, architecture, and stability of the Alkami Platform, as well as a sharp focus on putting the customer first, earned Alkami STAR Bank's partnership. Another winning quality: Alkami's experience in successful, collaborative implementations and launches made facing a new challenge—implementing a new platform during a pandemic—seem less treacherous.

“ In today's environment, it's imperative that we provide modern, highly accessible digital tools for our customers that help them manage their finances better—maintaining a reliable, stable, and secure platform is critical.

Kristin Marcuccilli, COO, STAR Financial Bank

Generating adoption: delivering an exceptional new online digital experience with simplicity

Expectations for the launch were high from the start of STAR Bank and Alkami's partnership. Marcuccilli remembered, “When you see the rigor

that goes into Alkami's project management firsthand in their headquarters, you know you're witnessing a first-class implementation discipline that you don't see often."

Following a highly regimented implementation process, STAR Bank realized their goal of launching a new digital banking experience without customer confusion and frustration. Alkami's deep integrations delivered personalization, building a convenient and flexible experience from day one of launch. "In today's environment, it's imperative that we provide modern, highly accessible digital tools for our customers that help them manage their finances better—maintaining a reliable, stable, and secure platform is critical," Marcuccilli said.

With tools like SavvyMoney, which allows customers to check their credit score whenever they like, STAR Bank can engage customers in new ways. Customers are now engaging in money management beyond checking their balance or transferring funds, as adoption for SavvyMoney continues to steadily climb month over month for active users.

The platform's Financial Wellness capabilities, including Credit Score, Aggregation, and Transaction Data Enrichment, have already attracted customers: "We continue to see strong adoption of this product and do not see customers opting out," Brian Avery, VP, Technology and Digital Strategy said.

Because the Alkami Platform integrates their core processing system, STAR Bank is also able to promote significant self-service features that drive customer satisfaction.

Driving evolution: innovating quickly with agile development

At STAR Bank, personal engagement is a primary goal. The more products and services that customers use within the digital banking channel or mobile banking channel, the more engaged and loyal they become. But engaging customers in a digital world can be challenging.

STAR Bank's new vision of what they could provide to their business and retail customers requires constant

evolution. That necessitates product updates that scale, and new financial services that drive customer

“ We recognize the need to be in a mode of continuous improvement to meet customer demands and maintain our competitive position in the markets we serve. Alkami delivers a best-in-class offering with solid methodology and the agile model that supports our ability to get products and services to market quickly.

**Brian Avery, VP, Technology and Digital Strategy,
STAR Financial Bank**

engagement and new business. Alkami's continued innovation with agile development is helping STAR Bank stay relevant to customers with scalable product updates and new financial services. Marcuccilli reflected, "We've known we have to be more flexible and faster to market with our digital products. One of the biggest selling points with Alkami is their agile development, which enables us to move at the pace we need to remain competitive and relevant."

Achieving the vision: engaging users and facing the future

STAR Bank saw 2.3 million logins from more than 50,000 customers in the first four months after launch. App ratings also improved quickly, with numbers rising from 4.5 to 4.8 on the App Store and from 4.6 to 4.72 on Google Play. Using Apptentive, an Alkami partner that measures and improves the mobile customer journey, STAR Bank has been able to easily track the satisfaction of their customers, which shows higher app ratings than what their customers previously indicated.

Improvements appeared within the organization as well according to STAR Bank's Technology Integration Manager, Andrew Parker: "There are significantly fewer manual tasks that our bankers have to conduct as a result of this implementation. Our team can truly focus on the customers' needs and on deepening the relationship rather than maintenance or troubleshooting issues."

Marketing has also been transformed for the Indiana-based bank. They have been able to use the Alkami Platform's data and analytics engine, Flux, to target messages to specific customers. "The platform gives us the ability to customize communication well beyond promotional messages. The ability to extract raw data and integrate that into an existing analytics platform is powerful," said Melissa Schenkel, VP, Director of Marketing and Communications.

Marcuccilli and her team attribute discipline, expertise, and their powerful partnership with Alkami to their successful virtual launch in the midst of a challenging year. STAR Financial Bank is proving financial institutions don't need the resources of a Megabank to offer modern tools or a cutting-edge digital experience.



Flux gives us so much more control of our messaging. This gives a better experience to the customer and reduces the need for calls to our call center. The message is in the right place, at the right time, and in front of the right people.

**Andrew Parker, Technology Integration Manager,
STAR Financial Bank**

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 5601 Granite Parkway, ste. 120
Plano, TX 75024
 info@alkamitech.com
 (877) 7-ALKAMI