



## Gate City Bank Tames the “Funnel of Terror”

*Collaboration with Digital Insight helps Gate City Bank customers get through registration and become active users.*

### **About Gate City Bank**

Gate City Bank ([www.gatecitybank.com](http://www.gatecitybank.com))

\$988 Million in assets as of March 2008

Retail and Business Banking services. Online Banking with Digital Insight since 2000.

CLIENT SUCCESS

### **Challenges/Opportunities**

Cumbersome and confusing registration process caused potential new online banking users to lose confidence and quit.

- Customers were confused and lost interest early on in the registration process.
- Disjointed transition to online bill payment caused users to lose confidence.
- Security questions were serving more as barriers than as benefits.

### **Actions**

“Digital Insight brought an incredible team of configuration, product & usability experts to our meeting, and that delightful collaboration delivered fantastic results.”

- Improved welcome and instructional text
- Added guided instruction during the registration process
- Implemented automatic bill payment registration approval to speed access for new users
- Added instructions for getting help from Gate City and for opening new accounts
- Made usability improvements overall to instructions, progress bar and error handling

### **Outcomes**

- **Non-Internet Banking users who entered the first Internet Banking Registration Screen**
  - 276% increase in bill pay approvals
  - 303% increase in users who entered a new payee
- **Internet Banking users not signed up for Bill Payment:**
  - 61% increase in Bill Pay approvals
  - 161% increase in users who entered new payees

### **Asks**

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This testimonial represents the individual experience of this particular customer and is not necessarily a typical experience. Intuit does not guarantee that similar results will apply to all customers.