



## NEWS RELEASE

### **Gro Solutions Introduces Consumer Protection Plus at Money20/20**

*Exclusive new feature keeps customers protected and informed during the Account Opening process.*

**LAS VEGAS, MONEY20/20 – Oct 24, 2016** – Gro Solutions, a leading provider of digital growth solutions for banks and credit unions, today announced [Gro Consumer Protection Plus](#), a new feature that ensures customer involvement in the account opening process to avoid the scrutiny of regulators and Congress.

Gro Consumer Protection Plus, a patent-pending feature of the Gro Sales Platform, helps relieve customer concerns during account opening. Using customer SMS and email validation during the application process, the solution provides detailed reporting to the financial institution for enhanced operational controls and documentary evidence during examinations.

There has been a lot of coverage in the press lately about accounts being opened without customer consent. Aggressive sales targets have led to the abuse of systems that rely on employee data entry. It's now more critical than ever that financial institutions have the ability to prove customer involvement to the regulators.

"This solution not only validates customer involvement in the process, but also provides granular reporting to show examiners that proper operational controls are in place," said David Eads, CEO of Gro Solutions. "This new process has a great user experience while protecting consumers, employees and the institution."

Gro Consumer Protection Plus is already in the market today with existing Gro customers.

#### **About Gro Solutions**

Founded in 2015, Gro Solutions provides digital growth solutions for banks and credit unions. Through a fresh direction and a technology strategy that embraces mobile capabilities instead of begrudgingly accommodating them, Gro Account Opening helps financial institutions present a mobile front door that meets and exceeds the mobile expectations of the new customer. For more information, visit [www.grobanking.com](http://www.grobanking.com), or follow the company on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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