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NEWS RELEASE

Dollar Bank Implements Gro Account Opening to Streamline New Customer Onboarding on the Mobile Device

ATLANTA – Sep. 14, 2015 – Gro Solutions, a leading provider of digital growth solutions for banks and credit unions, announced that Pittsburgh, Pa.-based [Dollar Bank](#) (\$7.2 billion) has chosen the company's [Gro Account Opening](#) solution to streamline new customer onboarding on the mobile device. [Click to Tweet.](#)

Gro Account Opening leverages GPS, imaging, email address parsing and other features to onboard Dollar Bank's new customers in four minutes or less with as little text input as possible – significantly reducing high abandonment rates often associated with mobile onboarding.

Dollar Bank selected Gro Account Opening because it is the only complete account opening solution on the market that offers desktop, mobile web and native app versions for use by both its customers and employees. Now, new customers coming from the bank's mobile website will be presented with an onboarding experience designed specifically for the mobile device. Beginning next year, Dollar Bank's employees will also leverage a native app version to onboard new customers at off-site events and within the bank's 65 branches.

"Whether our new customers are coming from our mobile website, our mobile app, a community event or within a branch, we will present them with an experience that exceeds their expectations," said Al Williams, executive vice president of Dollar Bank. "We anticipate significant reductions in our mobile account opening abandonment rates through Gro Account Opening's more concise workflow."

"Javelin recently reported that 70 percent of consumers prefer to open a new checking account digitally over other channels – a trend that today's financial institutions cannot afford to ignore," said David Eads, CEO of Gro Solutions. "When it comes to mobile onboarding, simplicity, security and speed are critical to improve the end user experience, otherwise these consumers will abandon the account opening process altogether."

Dollar Bank is the largest independent mutual bank in the nation with assets of more than \$7 billion.* Today, Dollar Bank operates more than [65 locations](#) throughout the Pittsburgh and Cleveland metropolitan areas and has over 1,300 employees. For 160 years, Dollar Bank has grown to become a large, full service, regional bank committed to providing the highest quality of banking services to individuals and businesses. Dollar Bank (www.dollarbank.com) is headquartered in Pittsburgh, Pa.

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. Gro Solutions is a subsidiary of Mobile Strategy Partners (MSP), which provides strategic and technical advisory services to the financial industry. For more information, visit www.grobanking.com, or follow the company on Twitter, [@GroBanking](#).

**Source: FDIC.gov, Mutual Institutions as of 3/31/15*

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