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## NEWS RELEASE

### **USALLIANCE Financial Reduces Mobile Abandonment Rates to Below Industry Average by Leveraging Gro Account Opening**

*Credit union's mobile account opening abandonment rates drop to 34 percent*

**ATLANTA – Dec. 9, 2015** – [USALLIANCE Financial](#) has teamed up with [Gro Solutions](#) to put the future of banking into the palm of our hands. Together, they took an account opening process that was devised for a desktop user and tailored it to the mobile experience – reducing abandonment rates to 34 percent, versus the [industry average](#) of 80 percent.

USALLIANCE sought an innovative technology that would enable potential members to quickly and easily join USALLIANCE by opening an account or applying for a loan using a mobile device. Gro Account Opening did just that by leveraging features such as GPS, imaging, and email parsing to condense USALLIANCE's account opening process from upwards of 30 minutes down to four minutes or less.

“Paper forms are a thing of the past, so in order to stay competitive in the digital age, mobile experience must be a priority,” said Kevin Randall, CIO and SVP for USALLIANCE. “Because Gro Solutions clearly understands our mobile-first strategy, as well as our business practice of putting people first, we were able to make the mobile onboarding process drastically faster and easier.”

“Financial institutions need to come to grips with the fact that many of their account opening solutions accommodate mobile by merely presenting a smaller form factor, and high abandonment rates are a testament to the fact that this just isn't enough,” said David Eads, CEO of Gro Solutions. “Time and again, Millennials have demonstrated that they go where mobile is good, so financial institutions must present a front door that exceeds the expectations of these mobile-first customers if they are to thrive.”

USALLIANCE implemented the mobile version of Gro Account Opening in January 2015, followed by the rollout of its mobile web and Android/Apple mobile app versions in June 2015. The credit union's employees now rely on the native app to open accounts in the branches and at off-site events, and members can also open new accounts through the USALLIANCE mobile app and mobile website.

#### **About USALLIANCE Financial**

Rye, N.Y.-based USALLIANCE Financial is a member-owned not-for-profit financial institution offering a full range of checking, savings and loan products through traditional as well as innovative online delivery channels. Since its inception in 1966, USALLIANCE has grown to approximately \$1.1 billion in assets and serves over 80,000 members across the country. For more information, please visit [www.USAlliance.org](http://www.USAlliance.org).

#### **About Gro Solutions, Inc.**

Founded in 2015, Gro Solutions, Inc. 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](http://www.grobanking.com), or follow the company on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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