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## NEWS RELEASE

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### **NBKC Taps Gro Solutions for Consumer Account Opening; Partners In Development of Business Account Opening Solution**

**ATLANTA – Aug. 31, 2017** [Gro Solutions](#), the leading digital sales platform for banks, announced that Kansas City, Mo.–based [NBKC](#) (\$580 million in assets) has selected Gro Checkout™, Gro’s digital account opening solution, to create a simplified account opening experience for new customers.

NBKC chose Gro to improve the customer experience during account opening and further extend its geographical reach without the expense of opening additional brick-and-mortar locations. The bank found Gro best suited to provide a configurable solution with room to augment the workflow according to the bank’s specific needs.

“Our goal is to leverage the best tools available to create an optimal banking experience for our customers,” said Melissa Eggleston, Chief Deposit Officer of NBKC. “Our mantra is ‘simplicity,’ and we believe in using a simple and straightforward approach to banking. Gro fits into our business model and positions our bank to meet – and exceed – the needs of our customers.”

NBKC is also partnering with Gro to build a solution for commercial account opening, giving it the ability to combine the back-end for consumer and commercial account opening into one, convenient platform.

“NBKC’s drive to provide a great customer experience fits really well with our approach,” said David Eads, CEO of Gro Solutions. “We are relentlessly focused on making it easy to buy products from banks. We are excited to help NBKC enter new markets and innovate in business banking.”

#### **About NBKC**

Founded in 1999, NBKC Bank, with \$580 million in assets, is a full-service FDIC insured community-based bank based in the Kansas City Metro area. The company provides a comprehensive line of banking, mortgage and commercial products to consumers and businesses. Visit NBKC Bank on the web at [www.nbkc.com](http://www.nbkc.com).

**About Gro Solutions**

Founded in 2015, Gro Solutions provides a digital sales platform to drive acquisition growth for banks and credit unions, across all channels of their business. The Gro Sales Platform features innovative and intuitive software solutions designed to optimize both the financial institution and end user experience for digital sales tasks, such as account opening and loan origination. For more information, visit [www.grobanking.com](http://www.grobanking.com), or follow us on Twitter, [@GroBanking](https://twitter.com/GroBanking).