



www.williammills.com



NEWS RELEASE

CONTACT: Angelo D. Jones II
For Gro Solutions
678-781-7209
angelo@williammills.com

Bear State Bank Pairs Gro Checkout™ With ClickSWITCH™ to Streamline Account Opening

ATLANTA – Oct. 19, 2017 [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, announced Little Rock, Ark.-based [Bear State Bank](#) (\$2 billion in assets) has implemented Gro's digital account opening solution, Gro Checkout, to improve new customer onboarding and cross-selling efforts.

Bear State Bank saw the opportunity to enhance the customer experience by extending its service offerings beyond the traditional banking hours. With Gro Checkout, they are able to provide a mobile-first checkout process that enables customers and prospects to apply for multiple bank products with one application in under four minutes – at any time of day.

Another reason Bear State Bank chose Gro was for its integration with ClickSWITCH, which allows new customers to easily transfer accounts and other services, such as online banking, to a new institution with the click of a button.

"We want to be there for our customers when, where and how they prefer," said Jesika Filler, VP, Assistant Director Deposit Operations of Bear State Bank. "Gro's solution is a great way to ensure we're meeting their needs; especially those that rely on technology to do their banking after the branch closes."

"Our digital sales solutions allow banks to extend their hours and geography, making their reach basically limitless. With 24x7 access to banking products, customers don't need to worry about branch hours or drive time," said David Eads, CEO of Gro. "We are thrilled to provide this for Bear State Bank and help them grow."

About Bear State Bank

Bear State Bank is a community oriented financial institution providing a broad line of financial products to individuals and business customers. Bear State Bank operates forty-two branches, three personalized technology centers equipped with interactive teller machines and three loan production offices throughout Arkansas, Southwest Missouri and Southeast Oklahoma.

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, or follow us on Twitter, [@GroBanking](#).

#