

First Bank of Alabama Chooses the Digital Onboarding Platform to Fully Automate Customer Engagement and Cross-Selling

BOSTON, MA (July 9, 2020) - **First Bank of Alabama**, the oldest continuously operating bank in the state of Alabama, selected Digital Onboarding, Inc., which serves more than 40 financial institutions, to instantly welcome new retail account holders, help them adopt account-related services, and deepen relationships through more effective cross-selling.

“First Bank of Alabama is focused on growing retail accounts and, with the Digital Onboarding platform, we can instantly engage new account openers and deepen relationships down the line,” said Chad Jones, President and CEO, First Bank of Alabama. “We like that the platform is fully automated and enables us to quickly and easily deploy digital campaigns that grow our business.”

First Bank of Alabama historically welcomed new customers with direct mail and phone calls which were ineffective at driving early engagement. A consistent follow up process to ensure that customers enrolled in account-related services was nonexistent. With the Digital Onboarding platform, the bank can help new account openers adopt value-added services from the start and motivate customers to adopt additional products when needs arise.

“Most institutions lack a consistent and effective follow up process after new accounts are opened which is a costly mistake,” said Ted Brown, CEO, Digital Onboarding, Inc. “First Bank of Alabama is laser-focused on leveraging automation and digital marketing to save time and grow their business and I am thrilled that they chose the Digital Onboarding platform.”

About Digital Onboarding Inc.

Digital Onboarding Inc. is a SaaS technology that offers a fully automated digital engagement platform that is purpose-built for financial institutions. The platform enables banks, credit unions, credit card companies, and investment management firms to create personalized emails, texts, and step-by-step digital guides to optimize customer lifecycle communications at every stage. For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.

About First Bank of Alabama

First Bank of Alabama has been operating for more than 168 years in Talladega, Alabama and the surrounding area. It remains dedicated to the very same principles it was founded on when Major James Isbell opened the bank in 1848. As the oldest continuously operating bank in the state of Alabama, it has seen a lot of change over the years: new products and services, new technology, new buildings, and people. The one constant amongst all the change has been its commitment to serving the needs of its customers and communities. The bank is constantly enhancing its digital services and implementing new and improved personal and business banking deposit services to help customers save time.