

Peoples Bank of East Tennessee Selects Digital Onboarding, Inc. to Deliver a Personalized Customer Experience

April 27, 2021 - BOSTON, MA — Peoples Bank of East Tennessee is implementing the Digital Onboarding engagement platform to automate and personalize its new account opener follow-up and cross-selling processes. Customers will receive targeted email and text messages that link to personalized microsites that address their unique financial needs. Proprietary digital tools will make it easy for customers to adopt account-related services and additional products.

Previously, Peoples Bank branch staff helped customers adopt digital banking, direct deposits, automatic payments, eStatements, and additional products. However, communications were often delayed or skipped due to competing priorities.

The Financial Brand reported that consumers want frequent, quality communications from their financial institution, especially during the early days of the relationship. Yet, 45 percent of financial institutions with a new customer onboarding program indicated that they communicated only one to two times during the initial six-month onboarding period.

“As branch visits continue to decline, community banks must change their approach and find ways to build personal relationships via digital channels,” said Dustin Atkins, SVP CIO/COO, Peoples Bank of East Tennessee. “The Digital Onboarding engagement platform enables Peoples Bank to provide every customer with exceptional service.”

“Peoples Bank recognizes that personalized service drives customer satisfaction and long-term engagement,” said Ted Brown, CEO, Digital Onboarding Inc. “By adopting the Digital Onboarding engagement platform, Peoples Bank can modernize the way it serves the needs of customers that may not take the time to visit a branch. I’m looking forward to helping Peoples Bank succeed with its mission.”

About Peoples Bank of East Tennessee

Peoples Bank of East Tennessee is a locally owned and operated community bank established in 1997 with its home office in Madisonville, TN. From the initial conversations with its founders to the monthly staff meetings of today, the bank's core philosophy is to provide every customer of Peoples Bank with exceptional service. This includes being able to provide the latest in product offerings and technological advances such as on-line banking, ATM, debit, and credit card services, and convenient six-day banking hours. For additional information, visit <https://www.peoplesbank-tn.com/>.

About Digital Onboarding Inc.

Digital Onboarding Inc. is a SaaS technology company focused on helping banking and credit union customers activate their financial services products. Digital Onboarding provides a fully automated new account activation platform that is more efficient and effective than traditional phone calls, emails, direct mail, and print brochures, driving profit by increasing new customer and member activation rates. For additional information, visit <https://www.digitalonboarding.com/>.

For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.