

# Community National Bank & Trust of Texas Selects the Digital Onboarding Platform to Maximize Digital Banking Services Adoption

**May 26, 2021 - Boston, MA—** **Community National Bank & Trust of Texas** (CNB&T)

selected the Digital Onboarding engagement platform to motivate customers to adopt account-related services. The platform gives customers access to digital tools that make it easier to switch direct deposits, update default card payment methods at multiple merchants simultaneously, and adopt digital banking services that drive cost savings and longevity.

“CNB&T invested in offering a modern and frictionless digital banking experience, but the problem with these incredible services is low customer adoption,” said Ashley Grigar, Chief Operations Officer, CNB&T. “The bank is now focused on making it easier for customers to take full advantage of our suite of digital services. We know that communication is key to realizing the full potential of our digital initiatives, and Digital Onboarding is going to help CNB&T succeed.”

Previously, CNB&T relied on branch staff to educate new account openers on account-related services. However, customers needed to make an effort to enroll in digital banking services once they left the branch or opened their accounts online and adoption rates were low.

“You can offer the best online and mobile banking experience in the market, but if customers never enroll in those services, it is a wasted investment,” said Ted Brown, CEO, Digital Onboarding Inc. “CNB&T is not only investing in offering best-in-class digital banking services, it is investing in making it as easy as possible for customers to access them. I am excited to partner with an innovator like CNB&T.”

## **About Community National Bank & Trust of Texas (CNB&T)**

Community National Bank & Trust of Texas ended 2020 with \$900 million in assets and employs over 200 bankers in 14 locations across Texas. For more information, visit <https://www.mybanktx.com>.

## **About Digital Onboarding Inc.**

DigitalOnboarding, Inc. is a SaaS technology company focused on helping banking customers and credit union Members 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, e-mails, direct mail, and print brochures, driving profit by increasing new customer and Member activation rates. For additional information, visit <https://www.digitalonboarding.com/>.

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