

Northeast Bank Selects the Digital Onboarding Platform to Drive Retail Banking Growth

August 25, 2021 - Boston, MA—Northeast Bank selected the Digital Onboarding engagement platform to grow its retail banking business by helping new checking account openers adopt the account-related services that drive primacy.

“At Northeast Bank, we are laser-focused on growing our retail banking division, and a big part of our strategy is to increase our base of real, active checking customers,” said Bethany Belanger, Senior Vice President and Director of Retail Banking, Northeast Bank. “The Digital Onboarding platform will act as an extension of the account opening process. Personalized microsites will guide new account openers through the account activation process step by step, and break the journey into manageable pieces.”

The Digital Onboarding engagement platform triggers emails and text messages that connect new account openers with their personalized microsites. The platform’s digital, self-service tools make it easy for customers to update their direct deposits and adopt digital banking services that drive cost savings, satisfaction, and primacy.

“Checking accounts are the key to household relationships when banks get onboarding right,” said Ted Brown, CEO, Digital Onboarding. “Northeast Bank knows that engaging new checking account openers early on drives long-term growth. We are excited to partner with the Northeast Bank team to achieve their goals.”

Historically, the bank communicated with new account openers within a banking center. It provided basic folders with required account documentation and, in some cases, followed up with phone calls.

“At Northeast Bank, we are investing in leading fintech solutions that make the new customer onboarding experience easier, faster, and more self-directed,” said Kayla Gaspar, Vice President and Director of Marketing, Northeast Bank. “Our investment in the Digital Onboarding platform is a good example of our commitment to building deeper and more meaningful customer relationships.”

About Northeast Bank

Northeast Bank (NASDAQ: NBN) is a full-service bank headquartered in Portland, Maine. We offer personal and business banking services to the Maine market via nine branches. Our National Lending Division purchases and originates commercial loans on a nationwide basis. ableBanking, a division of Northeast Bank, offers online savings products to consumers nationwide. Information regarding Northeast Bank can be found at www.northeastbank.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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