

10 essential features to consider when evaluating a new account opening platform

Ensure the account opening platform you choose today will position you well into the future.

There's no one-size-fits-all approach when it comes to new deposit account opening. One thing is certain, though – applicants want a seamless experience. They want speed, simplicity, and multiple paths to successful completion with the same look and feel regardless of their chosen device at any given time. What they don't want is friction and complication – or they'll go elsewhere.

While each institution's needs may vary, there are certain features and functionalities that stand out as essential considerations when evaluating a digital platform. Here are the key aspects that should be prioritized:

1. Provides the applicant with **a list of the information needed** at the beginning of the process, and sets expectations upfront, so they understand how long the process will take.



2. **Offers omnichannel integrations** that allow applicants to save and resume their applications at any point in the account opening process.
3. Eases friction and reduces errors by **auto-populating personal identity information** from the core for existing accountholders, or from an ID for new applicants. Provides notifications regarding the progress of the application. Nudges applicants to finish what they started with follow-up emails sent at a cadence you set.
4. **Qualifies applicants** against risk and fraud threats, **verifies applicant identity** (often with third-party data sources), and **offers a layered approach to security**.
5. Includes **an employee channel** that can be used by branch personnel to originate new deposit accounts.
6. Empowers easy **direct deposit setup**, so users are up and running right away with the simplicity of digital account funding in real-time.
7. Provides users with the simplicity of **digital account funding**, so they're up and running right away. Easily captures photo or file uploads of supporting documents (identification, agreements, etc.), and enables electronic signature capture.
8. **Includes specific functionality** and form fields for business accountholders.
9. **Delivers a seamless user experience** from account opening to digital banking.
10. Offers a library of **customizable, digital marketing materials** to help you reach new accountholders and drive deposits.

unlock the possibilities

By prioritizing these key features and functionalities, your team can confidently navigate the process of selecting and implementing an account opening platform that aligns with your unique needs and objectives, paving the way for enhanced efficiency, accountholder satisfaction, and long-term success.



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They are also among the capabilities you can find in JHA OpenAnywhere™ from Jack Henry™. If your current platform isn't providing you with everything you need from the popular features above, talk to us today.

ready to dig into more detail?

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