

# IncredibleBank expands market, gains new deposit accounts with OpenAnywhere



## IncredibleBank

### Address

327 N. 17th Ave.  
Wausau, WI 54402

### Phone

715-845-5522

### Website

[incrediblebank.com](https://incrediblebank.com)

### Assets

\$2.2 billion

### Branches

17

### Customers

63,000

### Founded

1957

### Technology Solutions

JHA OpenAnywhere™, Alloy,  
Banno Digital Platform™,  
SilverLake System®

IncredibleBank was founded in 1967 as River Valley Bank, with its first branch located in Rothschild, WI. Over the years, the bank has grown to include 16 branches across Wisconsin, Michigan's upper peninsula, and – most recently – southwest Florida.

With a name like IncredibleBank, they know they have a lot to live up to, like embracing innovation and meeting the high expectations that come with it.

## a strategic transition

In March of 2021, the bank was looking for an online account opening solution that better served their competitive and operational needs. “We realized we had a need for a platform that integrated more closely with our digital banking experience and core system, ultimately aiming to reduce onboarding time and improve customer satisfaction,” recalls Philip Suckow, Vice President of Innovation.

IncredibleBank's search led them to JHA OpenAnywhere™ from Jack Henry™.

“We recognized a strong synergy between OpenAnywhere and our long-term digital banking strategy. Its seamless integration capabilities enable us to retarget customers with personalized product offers, enhancing their banking experience. Additionally, the user-friendly interface allows existing customers to quickly open deposit accounts, driving further growth and engagement.” Suckow explains. “The reliable delivery timelines of Jack Henry were also a key factor in our decision to implement the platform.”

## online account opening made easy

OpenAnywhere is a sophisticated digital account opening solution that allows financial institutions to onboard new accounts within a matter of minutes. It leverages a modern, responsive design to deliver a quick, simple, intuitive account opening experience.



“OpenAnywhere provides a more controllable user experience, allowing us to dynamically adjust and optimize the account opening journey, significantly enhancing efficiency and user satisfaction.”

**Philip Suckow**

Vice President of Innovation, IncredibleBank

OpenAnywhere also integrates seamlessly with the Banno Digital Platform™ and Jack Henry core platforms.

The solution fully integrates with a wide range of identity verification and validation services as well. It supports multiple account funding methods, including account transfers, ACH, debit cards, credit cards, and in-branch funding. With OpenAnywhere’s dynamic rules engine, financial institutions can fully customize the system and their account opening workflow to facilitate greater control without the need for technical resources or outside assistance.

## digital UI and deposit growth

With their previous solution, IncredibleBank had experienced a variety of challenges, particularly when application volume was high during promotions. “It was important for us to be able to automate the decisioning process for applications,” notes Suckow. “OpenAnywhere provides a more controllable user experience, allowing us to dynamically adjust and optimize the account opening journey, significantly enhancing efficiency and user satisfaction. We’ve also been able to integrate with Alloy for real-time decisioning, which has led to a 90% reduction in manual reviews.”

Approximately 20% of IncredibleBank’s deposit accounts are opened online through OpenAnywhere today. The bank also estimates that it has reduced new account approval times by 88%.

## couch customers and tailored journeys

IncredibleBank seeks to be intentional and customer-friendly whether an individual prefers to transact in person or from the comfort of their own home. “We call them ‘couch customers,’” comments Suckow, “and with OpenAnywhere, we can tailor the digital journey to meet those customers’ needs.”



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**Philip Suckow**

Vice President of Innovation, IncredibleBank

He continues, “We also want to keep in mind the in-branch experience for customers who prefer to visit us in person. We know it’s important to tailor each journey to the customer’s chosen channel, maintaining a consistent and high-quality experience.”

## making waves in the sunshine state

The bank also found success using OpenAnywhere for their market entry into Florida. “We were able to digitally acquire customers and achieve significant deposit growth before opening a physical branch, demonstrating the power of leveraging digital acquisition in support of a physical market expansion strategy,” observes Suckow.

IncredibleBank was able to create geographically bound products that were only available digitally in specific areas, allowing for targeted market entry strategies. “OpenAnywhere helped us block high-fraud locations and reduce potential risks in those areas,” Suckow adds.

## industry-leading innovation

In recognition of their creative use of technology to elevate the experience for their customers and employees, IncredibleBank was named one of the inaugural winners of the Jack Henry Cobalt Awards in 2024. This annual award recognizes banks and credit unions for exceptional accomplishments in leveraging technology, services, and innovation to enhance operational efficiency, advance business practices, and boost both user experience and staff productivity.

## reduced friction and measurable results

Overall, the bank appreciates the results they’ve seen in leveraging OpenAnywhere.

“The account opening time for new customers has decreased from over five minutes to under two minutes,” reports Suckow.



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Vice President of Innovation, IncredibleBank

“For existing customers, it now takes less than 30 seconds, significantly reducing friction in the account opening process. This efficiency is crucial for us, and we’ve seen a notable increase in customer satisfaction scores. OpenAnywhere has proven to be an invaluable tool, and we’re excited about the future possibilities it brings.”

## explore the possibilities

[Learn more](#) about flexible, time-saving application processes and key integration capabilities of OpenAnywhere.

For more information about Jack Henry, visit [jackhenry.com](https://jackhenry.com).