

INDUSTRY | FINANCIAL SERVICES (BANKING & LENDING)



C&N was founded in 1864 as The First National Bank of Wellsborough. It is a full-service financial institution with 30 banking and loan-producing offices in ten counties covering the PA, NJ, and NY market footprint. The institution strives to deliver on its motto: “C&N is the only bank I need.”

Challenge

In its relentless quest to deliver exceptional experiences, C&N sought to reimagine its digital account-opening flow to be quicker and more convenient for customers.


- The bank’s existing deposit account opening flow was built upon an outdated and unsupported version of a legacy platform.
- C&N’s account opening experience required customers to progress through dozens of screens while providing foundational information. This inefficiency undermined satisfaction and resulted in a high application abandonment rate.
- The institution relied on rudimentary fraud prevention tools that were not up to par with its practical needs.
- Employees frequently needed to perform manual work and spend valuable time — which would have otherwise been directed towards customer engagement or business growth — on fraud-corrective actions.
- C&N was unable to facilitate digital account-opening for business customers and its full line of products.


Solution


We worked with C&N to design and implement a customer-friendly account-opening solution that could support more sophisticated fraud prevention and accommodate both business and individual customers.

- Implemented our Deposit Account Opening Accelerator — a quick-to-launch solution based on Salesforce’s Financial Services Cloud (FSC) — to build a convenient self-service flow for account origination.
- Leveraged FSC’s best-in-class fraud screening and prevention capabilities to reduce manual work and minimize the need for corrective action.
- Stood up Reports and Dashboards to provide real-time insights into account-opening metrics.

PRODUCTS USED

 Experience Cloud

 Financial Services Cloud

 Deposit Account Opening Accelerator (DAO)

Outcome

Post-project, our client is able to:

- A retail customer had opened an account in 3 minutes.
- A business customer opened an account in 19 minutes — a full 4 minutes quicker than that same customer’s one-way commute to the nearest branch.
- Manual work on new accounts was reduced from 30 minutes to <5.
- Money Market accounts were opened via digital self-service.

