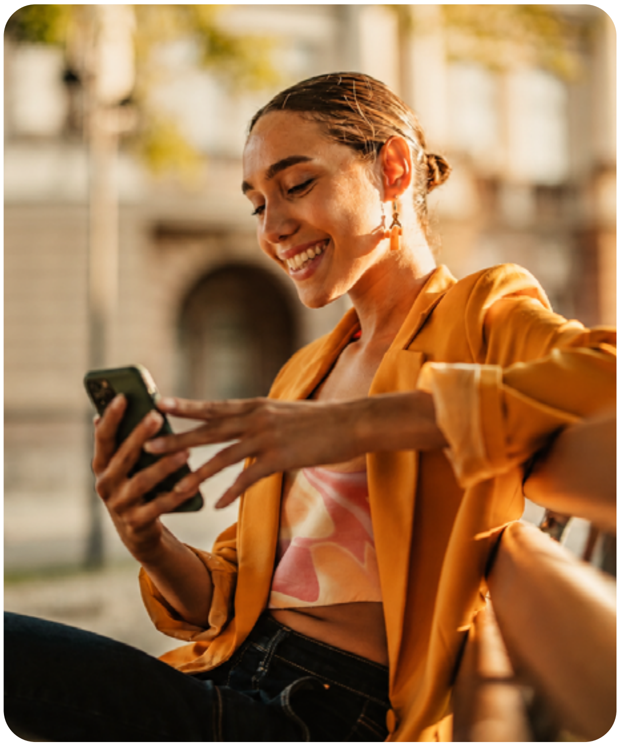
Turning a decade-old integration into a digital growth engine

The customer

The bank is a multi-billion-dollar regional institution headquartered in the southeastern US, using Candescent's Terafina Account Opening solution to power its digital account-opening experience. Terafina has been part of the bank's digital stack for nearly a decade, dating back to before the pandemic, a strong foundation with far more capability than the bank had yet put to use.



The opportunity

A little over three years ago, the bank's digital team set out to close that gap. The effort started with the interface itself, refreshing an experience that had grown dated and form-like into something warmer and more welcoming. From there, the team expanded into new products and account ownership types the platform could already support but they hadn't yet built out, then took a second pass focused on efficiency and cost.

Over the past 18 months, the focus shifted again to connectivity which would link Terafina to more systems and business units so digital onboarding could become core to more of the bank's operations rather than a bolt-on channel.

The solution

Terafina's foundation on Salesforce made it a natural fit for the bank's existing technology ecosystem when the bank adopted the platform nearly a decade ago as a complete, established solution built to scale with the institution rather than something that would need replacing within a year. It offered a structured, robust base that could still flex as the bank's needs changed.

As the current digital team continues to build-out, their work hasn't been a single integration but an ongoing series of them: integrating new systems, revising old workflows and steadily modernizing what was already there.

The impact

Monthly account volume climbed from roughly **300–400 accounts** a month through Terafina to more than **1,000 a month** over the past three months.

Deposits brought in through the channel have topped **$35 million**, with CDs making up less than 10% of that total, the rest largely true, often non-interest-bearing deposits.

Account-opening time dropped by **five minutes** across both the consumer and business channels; most consumer applications now complete in four to seven minutes.

Monthly origination costs were cut roughly in half, from **$40,000–$50,000 a month down to $20,000–$25,000.**

For more information, visit candescent.com/platform/account-opening or contact your Digital Strategy Manager.

Beyond the raw numbers, the platform's reporting depth has changed how the bank operates day to day. Because Terafina runs on Salesforce, the level of reporting detail is "nearly unparalleled" among other Salesforce-based systems. Pulling demographic data on applicant age revealed the bank was declining roughly 90% of applicants between 18 and 24 — a rate that traced back to unfair identity-verification assumptions rather than actual risk, since younger applicants often have too thin a digital footprint to clear standard checks.

The bank worked with its Alloy and Terafina teams to build a better way to verify that age group. Similar reporting has helped the fraud team spot patterns as specific as which browsers show up across related fraud attempts.

That kind of responsiveness extends to the partnership itself. The bank works primarily with Candescent's development team, guided by a longtime relationship manager whose tenure with the account predates the current digital team's and whose institutional history has proven invaluable. The digital team highlights that the Candescent team is a true partner, willing to push back rather than simply agree to every request.

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> "I truly feel like it's a partnership with them... the Candescent team is finding the path for us to grow, and I think that's part of the reason some of these numbers are as good as they are — Candescent helps us get there."

Looking ahead

The bank currently uses Terafina only for its digital channel but are looking at opportunities to bring digital options to branch bankers as well. Near-term plans include bringing the physical branch into the digital funnel: QR codes, and letting branch bankers work outside the branch building itself while still onboarding clients and getting proper credit for the business.

Beyond that, the bank is looking at Candescent more broadly to close gaps in other digital spaces. The digital strategy team is constantly looking at ways to innovate the bank's full technology stack and their own focus keeps returning to data: breaking down silos so the bank can use what it knows about a customer on day one to make decisions 30, 60 and 90 days down the line.

There's also room to grow within the existing channel as about 75% of applications now arrive via mobile, but the bank still sees a 90/10 split between consumer and business accounts and just over one product opened per submission, both areas the team sees as opportunity.

What stands out most looking ahead isn't any single win, but a shift in how the bank thinks about its digital channel. What was once treated as the thing you have to do to stay relevant is increasingly a real driver of growth, backed by the numbers to prove it: more volume, more deposits, lower costs, and a channel the bank now manages with real confidence.

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