

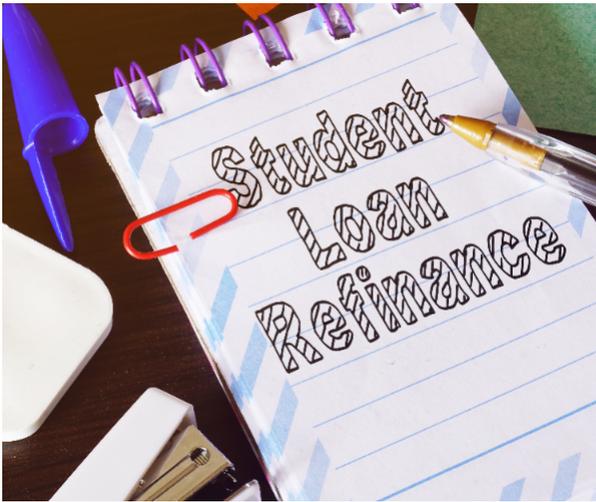


# Spotlight

Where Technology, Innovation and the Customer Experience Meet



## Your 2020 Q3 Insights from ABA Endorsed Solutions:



### **LendKey: The Lifetime Value of a Student Loan Relationship Report**

Nearly 60% of student loan refinancing borrowers will obtain additional products and services with the financial institution that refinanced their student loan. Learn how WSFS Bank is taking advantage of this opportunity by [downloading the case study today!](#)

### **Money Concepts: Love What You Do infoBOOKLET**

As a banking professional or bank-based financial advisor, loving what you do is the driving principle to ensure robust business interactions. Read [this infobooklet](#) to learn how **Money Concepts** integrates its Love What You Do / Have Them Love What You Do approach into its bank-based financial planning and wealth management systems.

### **Allpoint: ATM and Mobile Integration: How Financial Institutions Can Meet Fintechs Head-on and Win**

[This white paper](#) presented by **Allpoint**, a division of Cardtronics, offers insight into consumer preferences for cash services and outlines how mobile cash access plays a crucial role as a competitive differentiator for financial institutions. The paper, commissioned by Cardtronics, uses data obtained through a consumer survey conducted by market research firm PG Research & Advisory Services.

### **Denim Social: How to Structure a Bank Marketing Department**

As marketers adjust their advertising and community engagement plans to the realities of social distancing, many are turning to digital and social media marketing to fill the marketing gaps. When plans shift, team roles do too. In a



time of great change, how do bank marketers build a digital dream team? **This guide** by **Denim Social** will show you who does what on a digital team, the right structure to execute a



social media strategy, and how compliance software can help.

### **Promontory Interfinancial Network LLC: Bankers Believe Impact of Virus to Extend Beyond Next Year**

More than a third of bank executives who responded to the latest Bank Executive Business Outlook Survey believed the business impact of COVID-19 will last until 2022 and beyond. In a survey of leaders from 557 unique banks across the country, only nine percent noted economic conditions had improved compared to 12 months prior. Get details on this and more, including banker projections for the economy, loan demand, and deposit competition in **Promontory Interfinancial Network's Q2 2020 survey report.**

### **NFP: The High Cost of Good Talent and the Value of Retention**

How would your bank fare if your top-performing lenders left tomorrow? A bank succeeds because of its employees who grow the bank and keep it safe. The departure of these employees can impose massive costs to a bank in lost relationships and the effort to find new personnel. Has management at your bank adequately assessed the financial cost and risk of losing its key employees? What would be the financial impact to the bottom line and shareholder value if a key employee is not retained? Continue reading **the article** by **NFP.**



### **Gradifi: Understanding Financial Well-Being - Client Panel with Ally Bank and The Hartford**

Financial wellness benefits help employees outline a personalized journey to understanding and improving their finances and overall financial health. In turn, employees that are less burdened by financial stressors are more likely to foster a more engaged workforce. Ally

Bank and The Hartford saw the need for financial wellness benefits that would address some of the top sources of stress among their employees, and collaborated with Gradifi by E\*TRADE to bring these programs to their employees. View [this panel discussion](#) to learn more about their stories, why they chose to work with **Gradifi by E\*TRADE**, and what the responses have been from their employees.

### ABA Endorsed Solutions

Banks turn to the proven expertise of ABA for products that grow business, cut costs and transform the customer experience. Backed by due-diligence reviews and expert analyses, you can depend on these top-tier solutions to deliver the highest level of performance for your bank and its customers. [Learn More.](#)



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