


Meeting the Moment: Unlocking SMB Deposit Growth in a Changing Market


The Industry Shift: From Traditional to Digital

THEN



In-branch was the only way for business banking, with long visits and relationships as key differentiators.

NOW



To keep up with customer demands, account opening is expected to be accessible both digitally and in branch


53%

of Gen Z prioritize digital banking when choosing a bank¹


54M

Americans expected to go digital-only by 2025¹

The New Reality: Account Opening Challenges Today

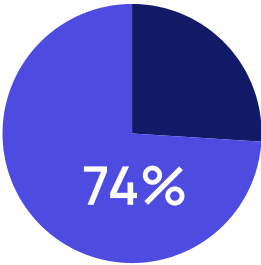


73% of banking customers expect online account opening.¹



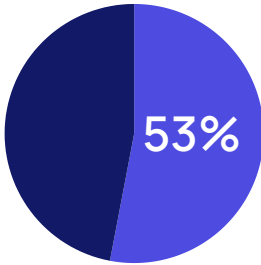
However, only 1 in 5 deposit accounts are being opened digitally.²

Banks



74%

Credit Unions



53%

FIs that see SMB deposits as a top priority³

Abandonment Rate

55% of applicants abandon the process before opening an account.²

1 in 2 SMB applicants abandon before completing onboarding.³

What Business Owners Actually Need From Account Opening

Built for Complexity



SMBs need seamless flows for multiple owners, documents, and regulatory steps.

Designed for Decisioning



Business owners expect real-time decisions.

Starts Fast, Stays Connected



The experience must be modern, guided, and customer-centric from day one.

Simplifies Beneficial Ownership Process



1/3 of SMBs have multiple owners, highlighting the need for automated verification.⁴

Amount's Approach to Best-in-Class Account Opening

Metric	What Amount delivers	Where many financial institutions are today
Automated Decisioning	100%	~40%
Application Completion Time	4 minutes	~10 minutes
Fraud Detection	99.9%	~60%

Want more insights? Watch Amount's Chief Revenue Officer, Len Eschweiler's [full presentation](#) from the Q2 Connect 2025 conference to learn more about SMB deposit growth.

1.binariks, *Emerging Trends in Digital Banking*, 2025
2.CU Management, *Get With the Digital Account-Opening Beat*, 2024
3.Cornerstone Advisors, *What's Going On in Banking*, 2025
4.SBA Office of Advocacy, *Frequently Asked Questions About Small Business*, 2024