Unlocking Transactional Intelligence

Transforming Customer Relationships to Drive Growth

Presented by:

KlariVis®
BRING YOUR DATA TO LIFE

When it comes to truly understanding your customers — their needs, spending habits, and overall financial well-being — the majority of the transactional data your bank is already collecting is pure gold.

Think about it: Every swipe, every deposit, every online transfer tells a story. With this information, you can piece together a near real-time picture of what makes your customers tick. This isn't just about looking at numbers; it's about understanding your customers *better* — what drives them, what they value, and how you can support their journey in meaningful ways.

Imagine tailoring your services so precisely that you're offering exactly what customers need, right when they need it. Spotting new opportunities to help them grow financially. Building deeper, more meaningful relationships that keep them coming back.

This isn't a wishful glimpse into the future of banking — **it's happening right now.**

Fierce competition from nimble nonbanks like Square, Stripe, and PayPal — as well as larger banking rivals — is encroaching on community banks today. According to Cornerstone Advisors [1], in 2024, a staggering 87% of all new checking accounts were opened at megabanks, large regionals, digital banks, or fintechs, while community banks captured just 4%. If community banks can't deliver services with pinpoint accuracy and build stronger, lasting relationships, they risk falling behind.

1:   https://www.forbes.com/sites/ronshevlin/2025/01/06/why-fintechs-are-beating-the-banks-in-new-checking-accounts/

"Community banking is a competitive space," said Abby Wendel, president and CEO of Landmark National Bank, a $1.6 billion-asset bank headquartered in Manhattan, Kansas. **"To stay ahead and engage your customers, you need deeper insights that add value to conversations and ensure bankers make the most of their time."**

The conviction that community banks can harness the power of insights is exactly why KlariVis developed its Transactional Intelligence module. In partnership with FinGoal, a financial technology company that provides enriched context into a customer's transaction data, KlariVis created a transformative solution that helps banks turn their unstructured and messy transaction data into clear, actionable insights.

Solving a Well-Known, Universal Problem

Accessing and using transaction data is often a challenge for community banks. Data is typically spread across multiple systems, locked in legacy cores, or trapped in formats that aren't easy to analyze.

"The core's job is simple: be accurate and not break," said David Nohe, CEO of FinGoal. "Older systems may not be perfect for new tasks, but that's not their fault — they weren't built for it. It's like asking your best dress shoes to run a 5k race. They might be great shoes, but they're not made for that job."

From large-scale fintechs to ride-hailing services to subscription-based businesses, technology disruptors are already using transaction data to track customer engagement and preferences. Companies like Square, Stripe, and PayPal leverage transaction histories to personalize financial services, offering everything from tailored payment solutions to microloans based on spending patterns.

And they're not stopping at payments. "If you have an e-commerce business on Shopify or Amazon, you'll see that all of them are starting to offer working capital loans and incentivizing holding onto merchant funds on those platforms rather than moving those funds back to their bank. **It's happening in every single industry that financial institutions serve,"** said Nohe.

An analysis of anonymized data from KlariVis revealed that roughly two percent of a community bank's total customers are commercial customers running their card and ACH volume through national processors such as Square, Intuit, and Bill.com. Each of those businesses averages about $22,000 in receipts every month — a run-rate of $53 million per 10,000 customers each year that is settling outside your bank. **Redirecting just one-quarter of that flow to your own merchant-services platform would bring $13.2 million back under your umbrella and generate more than $1 million in net interchange and processing income** (assuming a conservative two percent margin). Every percentage point of recaptured volume translates directly into low-risk, fee-based revenue and deeper operating account relationships.

Community banks have an opportunity to take back wallet share from these disruptors and get smart about the data they already have. With transactional analytics, community banks can offer more personalized services, such as customized financial advice or targeted loan offers based on customer behavior.

A Solution For Bankers, By Bankers

The arrival of KlariVis' Transactional Intelligence couldn't be more timely, Amy Kelley, a product manager at KlariVis said. "Today's digital environment gives us unprecedented visibility into both consumer and business behavior. Fifteen years ago, digital activity was limited and simplistic. Now, we can see exactly where, when, and how often money is being spent and invested. This level of insight is not only deeper, it's transformative."

With data intuitively visualized, banks can quickly get started with targeted use cases, Kelley shared, such as identifying existing wealth customers who transact with external institutions or monitoring mortgage payments made to other banks.

The same anonymized dataset from KlariVis found that 2-3% of bank customers are quietly sending an average of $8,000 a month to external wealth managers — more for commercial relationships, slightly less for retail. **Across a portfolio of 10,000 customers, that is nearly $24 million a year flowing out the door.** Reclaiming even half of those balances translates into $12 million in new assets under management and an immediate $120,000 boost to annual advisory-fee revenue — without adding a single new client.

Additionally, that cohort is receiving roughly $36,000 in investment income per customer each year from that external wealth manager, a clear signal of sizeable off-balance-sheet savings waiting to be captured. By proactively cross-selling your own investment, trust, or high-yield savings products, you can shift those funds in-house, deepen relationships at a critical life stage, and convert transactional leakage into durable, fee-based growth.
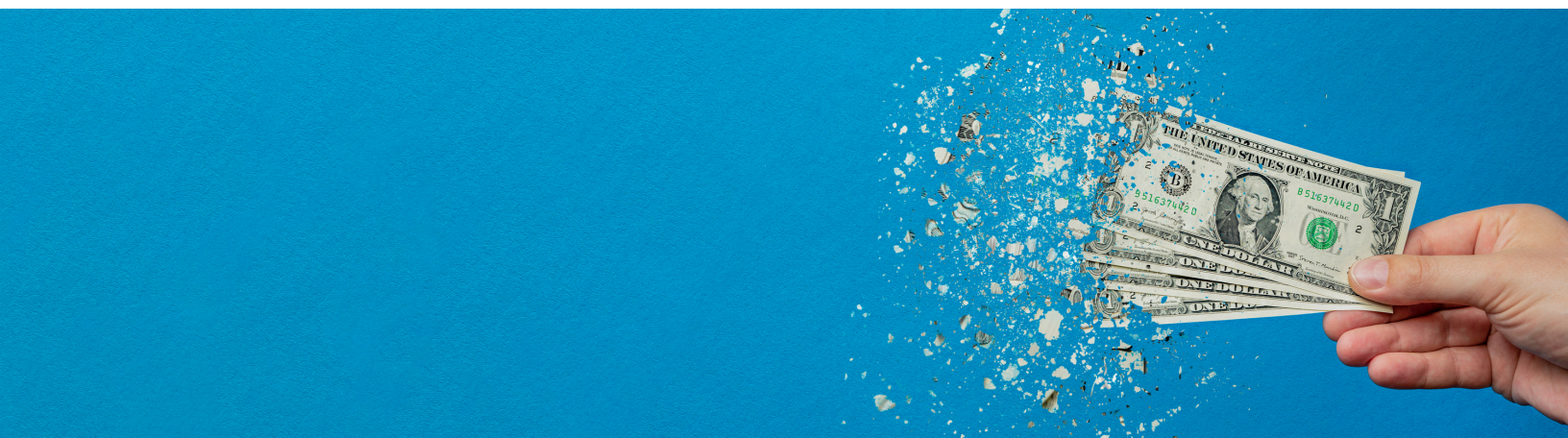
Case in Point: Embracing Data Strategies to Stay Competitive

Like many of its peers, Dream First Bank ("Dream First") of Syracuse, Kansas, knows it possesses vast and valuable customer data — but it has struggled to extract this information from its core processing system.

"It's always been an issue for banks," said Shane VerDught, the $685 million-asset bank's CFO. "It was a manual process of running one-off or quarterly reports and producing spreadsheets, and the outputs aren't uniform."

Changes in its market and in the nature of banking itself spurred Dream First to up its game. The bank became a KlariVis customer in 2023; and while leveraging Transactional Intelligence is still in the early stages, he is optimistic about its impact.

As VerDught sees it, securing new accounts in a fiercely competitive atmosphere is only half the battle for a local bank like Dream First. **"Community banks must focus on deepening relationships and keeping existing customers feeling valued and well-served."**

In recent years, the bank's traditional agricultural market in Southwest Kansas has diversified. At the same time, widespread availability of digital technology has loosened the constraints of geography, exposing an increasingly knowledgeable customer base to more financial services alternatives. By leveraging data analytics technology, Dream First is enhancing its ability to understand its customer base and market: Through the click of a button, they're learning how and where to stay relevant and competitive.

"Today, people don't just have a one-bank relationship," VerDught said. "The question is, are you their main bank? Is it 50-50? How are we going to increase the wallet share?" To get to the answer, he said, **banks must understand where transactions are flowing**.

KlariVis' proprietary analysis of anonymized transactional data reveals that 20–25% of customers have initiated a transaction with another financial institution within the past 90 days. In fact, most of these customers are transacting with two or more additional financial institutions. **These transactions — whether loan payments, money transfers, or service fees — represent an average of nearly $10,000 per customer flowing in or out to other institutions.**

The entire 100-member Dream First team has access to the KlariVis platform, and the bank is currently rolling out Transactional Intelligence to its supervisors. Over time, VerDught expects the insights to spur the bank to offer products "that are not on the board, and that are more tailored to customers."

The timing could not be more auspicious. Dream First is in the midst of a market-expanding acquisition of BancCentral, a $268 million-asset bank based in Alva, Oklahoma. The transaction will push Dream First beyond Southwest Kansas and into four cities and towns in Oklahoma, making it even more vital to have actionable insights to retain, attract and serve customers.

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CFO, Dream First Bank

Case in Point: Helping Bankers Prioritize Opportunities

Landmark National Bank of Manhattan, Kansas, is preparing to elevate its customer relationships by leveraging Transactional Intelligence. The aim, according to president and CEO Abby Wendel, is to empower bankers to become more effective advisors and provide higher value to customers.

"Great ideas can come from anywhere in the company if people have access to great information," Wendel said.

By transforming raw transaction data into intelligent insights, the bank seeks to improve customer interactions, particularly with business owners who want to streamline operations and achieve financial goals. "Going from raw data to intelligent data makes for more intelligent decisions in the field."

To support these goals, the bank plans to equip its bankers with enriched insights that go beyond basic transactions. "It's about making our associates' lives easier," Wendel explained. By providing focused, prioritized information, Landmark National's bankers will be able to offer more personalized advice and improve decision-making, ultimately driving greater customer engagement.

The bank sees a significant opportunity in engaging business owners early in their entrepreneurial journey, allowing it to "grow with them," as Wendel put it. This early connection is crucial, especially as nimble fintechs quickly capture customers and build loyalty.

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> — Abby Wendel
> President & CEO, Landmark National Bank

Wendel believes community banks hold a distinct advantage over both larger institutions and fintechs. "Community banks can offer so much more than the scattered financial tools out in the market," she emphasized. "While community banks may not have the same scale, we bring something far more valuable — a deep, personal understanding of our customers that larger players simply can't match."

Unlike larger banks, they're not constrained by rigid underwriting systems and one-size-fits-all product offerings. And unlike fintechs, which lack a local presence, community banks are embedded within the communities they serve. This proximity is precisely what allows them to develop a more cohesive, holistic view of their customers, enabling them to offer solutions that are not only relevant but truly aligned with the unique needs of those they know best, Wendel said.

By embracing tools like Transactional Intelligence, Landmark National aims to combine customer knowledge with data-driven insights, providing the kind of personalized service that keeps clients loyal and attracts new ones, all while remaining agile and responsive to their community's needs.

David Slays Goliath: Capitalizing on a Competitor's Exit

This ability to leverage Transactional Intelligence is already proving invaluable to community banks looking to gain a competitive edge. By using data to uncover insights and better understand customer needs, banks can tailor their approach and strategically position themselves in the market.

Nohe recounts how one $200 million community bank took full advantage of this exact opportunity when a super regional bank closed branches in its market. The bank used transaction data to identify commercial and retail customers that it shared with the super regional bank. Then it created a call list and began reaching out to them methodically, asking, "What do we need to do to win the rest of your business?"

The strategy, which underscored the community bank's local focus and commitment, was incredibly successful. Armed with the data insights that identified where their customers were transferring money, the bank was able to deepen existing relationships and capitalize on their loyalty.

Data enrichment is the key to unlocking the value of transaction data from the core, Nohe explained. Adding counterparty names and tags to basic transaction details provides clear insight into what's happening each time money moves in or out of a customer's account. This enriched data underscores more informed decision-making and actionable insights for the bank to work off of.

Making the Future a Reality

Community banks have always thrived by understanding and serving their communities. Now, with the insights provided by Transactional Intelligence, there's an opportunity to **strengthen existing relationships, attract new customers, and solidify their brand as the go-to choice for community financial needs.**

The stakes are high — embracing tools that provide insight into transaction data isn't just about keeping up; it's about securing the future of your bank and the community you serve. But community banks have long weathered industry shifts by staying grounded in their mission and bold in their execution. This moment is no different.

Want to learn more about Transactional Intelligence? We're ready to walk you through the possibilities it presents and get started. Visit **KlariVis.com** today to get started.

About KlariVis

Created by veteran community bank executives, KlariVis enables banks of any size to accelerate growth by leveraging the data that is locked in its siloed banking systems. Developed on a modern technology stack, KlariVis lets banks see data in a way that empowers their teams and customers to live and work better. With the time saved on analysis, banks can put their new insights to work towards building a better bank.

We're passionate about the role Transactional Intelligence can play at your institution. Reach out and let us know where we can help.

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