

MERCANTILE BANK OF MICHIGAN

# Building positive digital banking experiences for account holders



## Benefits summary

- Streamlined operations for institutions
- Easier administration and faster incident resolution for more satisfied account holders
- Productive partnerships that benefit the industry

## The challenge

Mercantile Bank of Michigan (Mercantile) serves account holders with high expectations—specifically, large business clients who demand complex commercial capabilities, as well as exceptional user experiences. Dedicated to meeting these requirements, Mercantile resolved to evaluate and improve some of its processes, and address account holder needs for faster, better service.

## The solution

- The Q2 Platform™
- Q2central
- CentrixPIQS™

## The results

By auditing their processes and considering new approaches, Mercantile identified adjustments that improved the account holder experience while creating efficiencies for bank staff. First, Mercantile employed custom forms via the Q2central admin console to streamline back office functions. They also implemented the Centrix Payments I.Q. System (CentrixPIQS™) to ensure compliance, mitigate risk, and better manage ACH and other payment activity.

### Improving processes through automation

In reviewing the account holder experience, Mercantile identified discrepancies between descriptions in online banking vs. what would appear in the statements produced from the core; sometimes this meant fielding calls from confused or concerned corporate account holders.

Mercantile needed to provide the back-office team with the ability to address this issue in real time, among multiple vendors, without having to open support cases with Q2. The solution emerged in taking greater advantage of the Q2central admin console.



### About Mercantile Bank of Michigan

Founded in 1997, Mercantile Bank of Michigan was created by a group of local directors and bankers with the aim of serving customers, employees, and the communities in which they live. With a robust and far-reaching commercial and retail banking presence in Michigan, Mercantile Bank is dedicated to offering innovative, first-rate technology products and providing value in a highly professional and personalized manner.

"I would estimate we use the self-service form to edit transactions about 200-300 times per month," said Senior Vice President of Digital Services Shannon Tramontin. "In the past, if we wanted these items corrected, we had to open a case with Q2, which was time consuming for both of us. The biggest impact has stemmed from the ability to correct check numbers in online banking, as an example. Now, these get corrected in real time—likely before the customer even realizes there was a misread."

Senior Vice President of Product Development John Byl agreed that this solution benefitted the FI and its account holders alike. "Because we have these back office efficiencies, we can focus on our customers and our mission to be premier bank in Michigan," he said.

### **Saving audit-related time and labor**

From an ACH audit standpoint, CentrixPIQS has freed up significant resources for the bank. With nearly 900 originators in need of review, Mercantile's annual ACH review could take a substantial amount of time. By utilizing PIQS, Mercantile has removed a considerable quantity of staffing hours—and convoluted manual activities—from the process. "The PIQS Risk Review process has saved considerable time during audits and during the review period," Tramontin said. "It saves time operationally, giving us a particularly useful view into all risk exposure-related activity."

### **Building meaningful industry relationships**

Communication between FIs and their vendors is a crucial part of improving digital banking experiences. According to Tramontin, Q2 is an active, receptive partner. "The enhancement and

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Chief Information Officer John Schulte agreed that working hand-in-hand to meet customer needs benefits the FI. "Our mindset has really shifted to integrating our digital channel solutions to provide a better customer experience and Q2 exemplifies that," Schulte said. "Q2 fills in those missing components that help us provide a great digital experience, and they help us provide the efficiencies we need to maintain those relationships and support them. Q2 is right in line with the strategy of our bank."

## Conclusion

Like other banks and credit unions, Mercantile's continuing drive to improve processes, enhance customer experiences, and benefit their bottom line is a marathon, not a sprint. By partnering with Q2, the bank can share a long-term vision with a trusted partner dedicated to providing the resources and solutions it needs to win in its segment.

Byl described the importance of Q2's role in Mercantile's success. "Working with Q2 has helped us remove obstacles and friction that exist within our customer base and obstacles that we've identified for ourselves," he said. "It has also helped us execute on opportunities and enhance our product offering to our customers. I would describe Q2 as an essential strategic partner for our success."



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For more information on Q2, go to [Q2ebanking.com](https://Q2ebanking.com)  
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