

Webinar

The Q2 Experience with Lincoln Savings Bank

October 2017

Iowa-based Lincoln Savings Bank used its core provider's online banking offering which provided an adequate back-office experience but a dated user experience with limited functionality. During an assessment of the bank's future direction, management wondered whether a better online banking experience could be attained through a new vendor.

Q2 emerged as Lincoln Savings Bank's choice. Q2's exceptional user experience, high functionality, and commitment to innovation convinced the bank it had the right partner. Another critical factor in choosing Q2 included its demonstrated ability to work well with core providers in completing integration projects.

Context

Q2's intuitive user experience and ability to manage voice, desktop, and mobile banking on one platform met the institution's needs. Q2 empowered Lincoln Savings Bank to expand into business and corporate banking while streamlining processes and improving staff efficiencies.

Key Takeaways

Lincoln Savings Bank realized its customers' online banking experience was equally as important as its staff's back-office operations experience and found Q2 could meet both external and internal needs.

Q2 meets Lincoln Savings Bank's objective to partner with an innovative digital banking provider to meet account holders' needs and grow as an institution. The bank particularly appreciates Q2's "openness" to SSOs and integrated solutions to deliver simplified account holder accessibility and bring new solutions on board more quickly. Q2's fraud prevention technology and efforts to share important security information is also valued.

The bank further benefits from the easy administration of back-office operations that Q2 provides. It's highly beneficial for staff to manage all accounts—business, corporate, and consumer—from one platform. Also, having the ability to manage and meet account holders' evolving needs over time is important.



“Q2's done a great job for us in also adding services and products as we go that help increase the product offering to our customer as well as allowing us some flexibility as we find our own or develop something in-house that we can incorporate into our line of experience.”

—Jon Parker

VP and Senior Treasury Management Officer
at Lincoln Savings

Additional Insights

Lincoln Savings Bank further believes Q2 stands out from competitors because of its investment in building strong customer relationships. Through Q2's focus groups, its annual CONNECT event and other get-togethers, and overall availability and desire to listen, products and services are developed from a point of banking and business need.

With Lincoln Savings Bank's go-live, customers didn't report any bad experiences from the data transfer standpoint. All base functionalities account holders were accustomed to still existed and worked well, allowing the bank to provide a better experience and more functionality. The bank attributes its successful go-live to its preparation, aided by Q2 best practices, and Q2's project manager who kept processes moving, asked the right questions, and provided constant support throughout the change.

ABOUT LINCOLN SAVINGS BANK:

Lincoln Savings Bank (LSB) is a \$1.062 billion full-service bank and member of the Federal Deposit Insurance Corporation. Having grown from a small, one location agricultural bank started in 1902 to the diversified financial institution it is now, LSB has enjoyed sustained growth while staying rooted in Iowa values.

LSB Financial, a subsidiary of Lincoln Savings Bank, extends these traditional banking capabilities to include Insurance, Investments, Trust, Real Estate services, and more. The billion-dollar financial services company that exists today has banking and financial services offices throughout Iowa. As of July 1, 2006, the real estate division operates as CENTURY 21 LSB Real Estate, a franchisee of Century 21 Real Estate LLC.

“We're (Q2) really out there to partner with those core providers so that e-banking can be the hub for the customer where they can come into either online or mobile banking and access any of the systems that the bank uses today... we want to be good partners to the core providers as well as any other outside third-party providers, whether it's remote deposit or imaging providers or bill pay partners, things of that nature.”

— Amy Kingsbery

Business Development Manager at Q2

Biography



Jon Parker

VP and Senior Treasury Management Officer,
Lincoln Savings

Jon Parker serves as VP and Senior Treasury Management Officer at Lincoln Savings Bank. He also oversees the bank's online banking presence on the consumer side. Jon has been with Lincoln Savings Bank since 2013, and previously worked in management at Bank Iowa. He studied business at Iowa State University.



Amy Kingsbery

Business Development Manager, Q2

Amy Kingsbery is a Business Development Manager at Q2. From 2010 to 2016, she was responsible for channel management and sales within the community bank market for Q2. An established player in electronic banking, Amy brought more than 17 years of online banking and account opening expertise to Q2, having held similar roles at both Q UP Systems and Andera. She is a graduate of the University of Texas at Austin.



Stan Cowen

Sales and Marketing Programs Manager, Q2

Stan Cowen is Sales and Marketing Programs Manager at Q2, with more than 25 years of experience serving in executive roles at credit unions in Kansas and Texas. In recent years, he has worked in fintech. Stan is a graduate of Wichita State University.

For more information on Q2, go to Q2ebanking.com or call (512) 275-0072 ext. 2.

