



# Create Loyalty at First Click

Meet the Moment with the Lending and Account Opening Experiences Customers Crave



Financial institution loyalty is fragile. Your digital experience shouldn't be.

2-3

That's how many financial institutions the average **consumer** uses to manage their finances

5

That's how many financial institutions the average **SMB owner** uses for deposits and loans



Consumers and SMB owners don't enjoy these fragmented services. They want one-click simplicity — where banking feels unified, intuitive, and tailored just for them. Every customer has different needs and circumstances. If you don't meet them where they are, your competitors will.

Case in point: Liberty Bank went 200 years without offering personal loans, until customer needs evolved and exposed a costly gap. A new digital lending platform turned a blind spot into a competitive edge, and now Liberty Bank generates \$20 million in personal loan volume.

[Read Liberty Bank's Story](#)



# Are you keeping up with today’s banking expectations?

Slow onboarding, clunky loan applications, and broken digital journeys aren’t just bad experiences — they’re business risks:

73%

of consumers would switch banks to get a better digital experience

71%

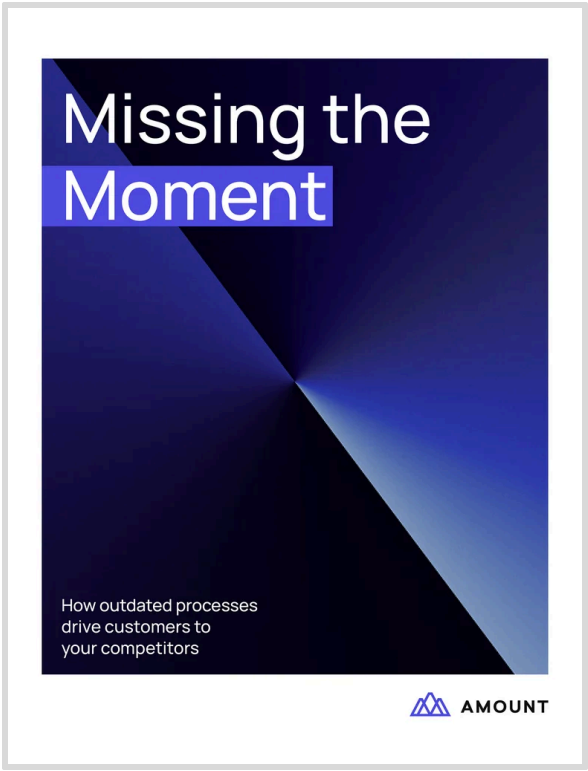
of Gen Z consumers say seamless digital experiences are more important than fees or interest rates

54%

of SMB owners would switch banks if lending or account access is slow or cumbersome

Discover the gaps lurking in your digital experiences, how much they’re costing you, and how to make measurable improvements.

[Download our guide](#)



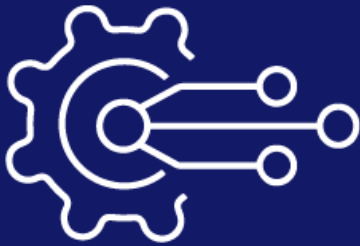
## 10 Signs You’re Missing the Moment

- 1. You don’t offer key products competitors do
- 2. Online applications still require a branch visit
- 3. Approval takes days, not minutes
- 4. Your team can’t adjust credit or fraud policies without IT
- 5. Applications drop off at document upload or ID checks
- 6. You lack visibility into where users drop off
- 7. Your flows aren’t mobile-optimized
- 8. You can’t prefill or auto-decision applications
- 9. You don’t offer real-time fraud prevention
- 10. Your last tech rollout took 6+ months



Amount makes banking simple, modern, and intuitive for your customers and employees. No delays, no broken handoffs, no confusion — just the digital-first experience customers expect.

Give consumers and SMBs digital-first banking with an AI-powered platform. Amount gives you:



**Unified lending and deposits**

One seamless platform for deposits, lending, and card origination. Take advantage of instant decisioning and real-time onboarding.



**Faster growth**

Deploy in weeks, not months. Launch products seamlessly, manage them in real-time, and scale without the heavy lift.



**Stronger risk management**

Embed lending-grade fraud checks across account opening and loan origination. Get AI-powered insights to refine your risk strategy and minimize losses.

Your customers expect more. Your growth depends on it. The moment is now. Meet it with Amount.

[Book a Demo](#)

