

PENDOMONIUM 2023

Engagement at any scale:

How U.S. Bank uses Pendo to
create better digital experiences
for consumers and small business





Robert Sprogis

SVP | Head of Online
Banking Digital Experience,
U.S. Bank



Sara Bochino

VP | Head of Customer
Success,
U.S. Bank

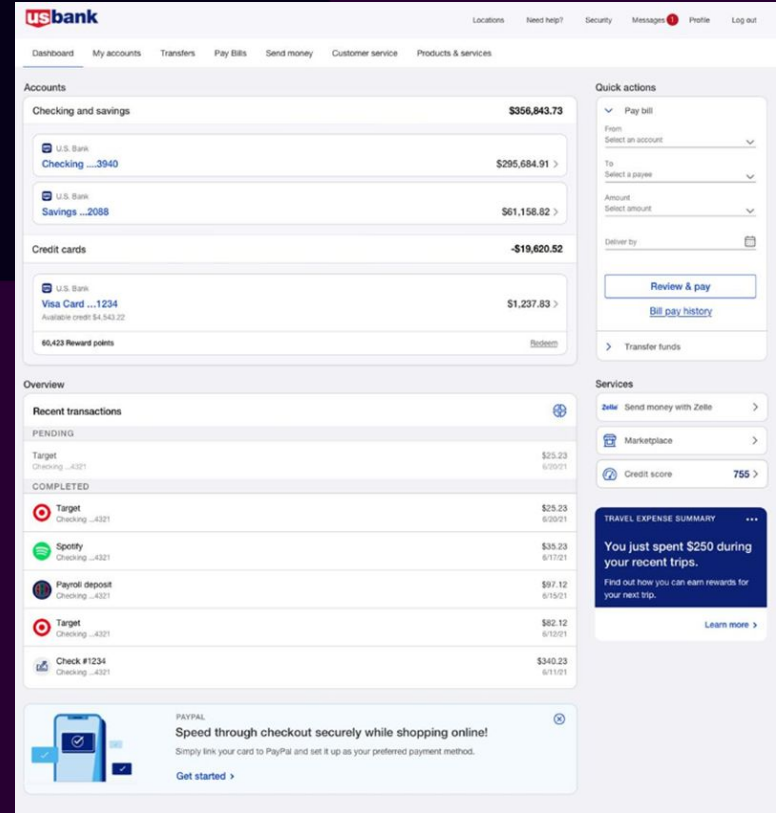


Agenda

- Help customers successfully onboard into U.S. Bank
- Increase feature adoption

The digital opportunity for U.S. Bank

- Help customers discover experiences to connect with their needs
- Create more engagement with U.S. Bank features, which helps drive up retention as customers become stickier



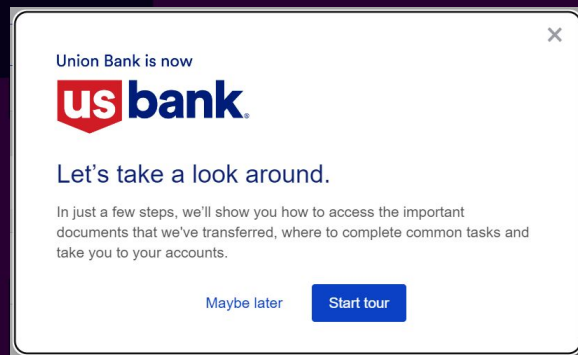
PENDOMONIUM 2023

Union Bank customer onboarding



Two opportunities:

1. Support migration of Union Bank customers into U.S. Bank
2. Drive engagement for all U.S. Bank customers into digital experiences to deepen our relationships with our customers

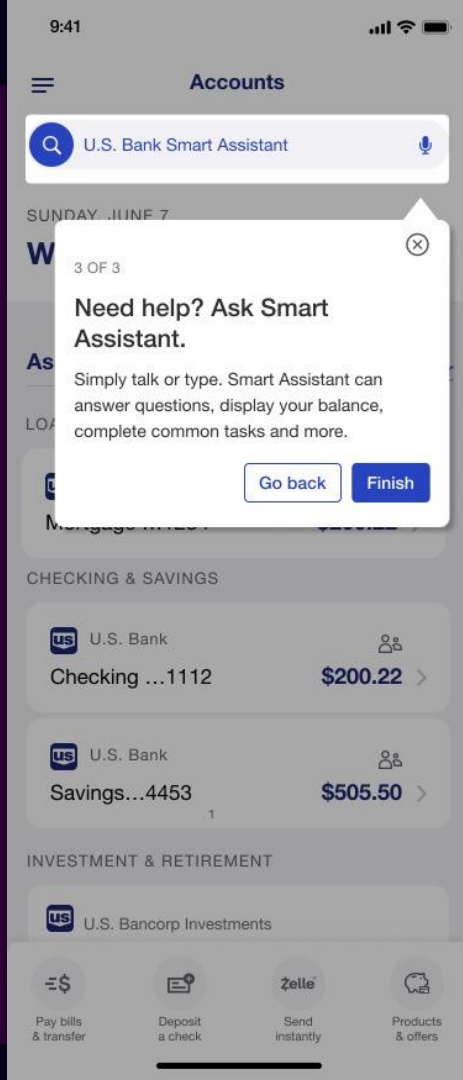
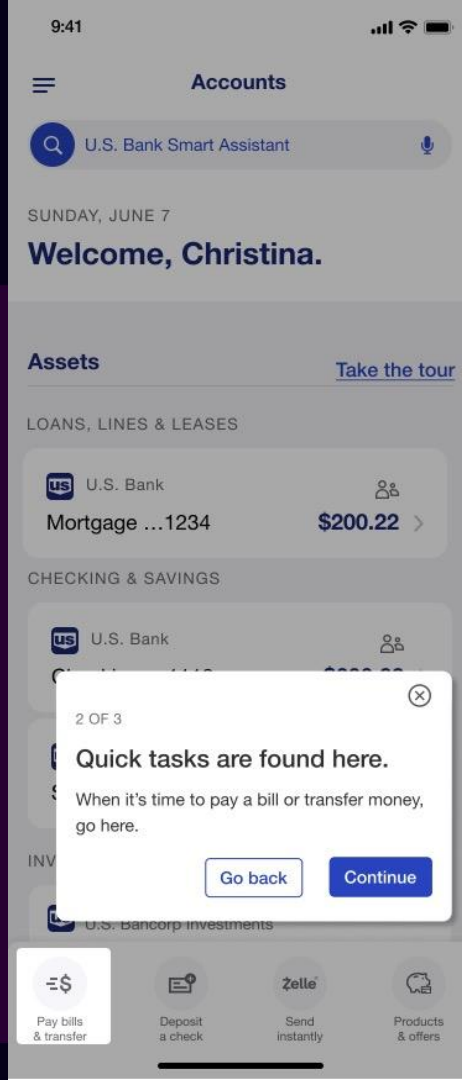
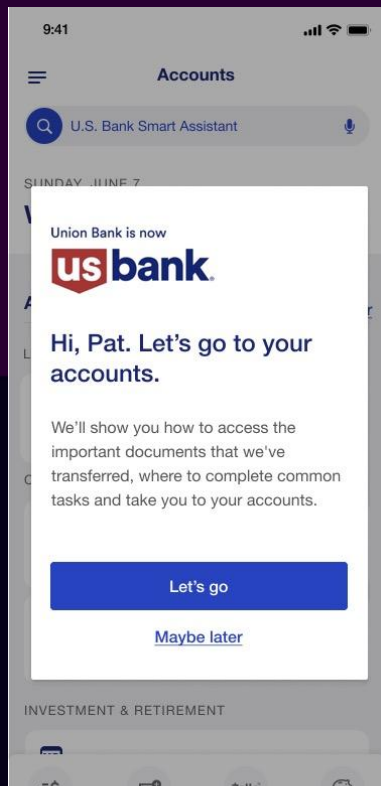




Onboarding millions of users

PENDOMONIUM 2023

Getting started



Paperless statement opt-in

The screenshot shows the U.S. Bank mobile app dashboard. A white overlay box with a hand holding a smartphone icon is centered on the screen, displaying the text: "Set your paperless preferences. We'll notify you when important documents are available to view in the app or online. [Sign up now](#)".

usbank Messages Locations Security Privacy & settings U.S. Bank Smart Assistant Log out

Dashboard My accounts Transfers Pay Bills Send money Customer service Products & offers

Account summary

> \$3,614,422.58
Total assets

Accounts

Loans, lines and leases

U.S. Bank
Mortgage...0559

Checking and savings

U.S. Bank
Checking...1112 \$206.22 >

U.S. Bank
Savings...4452 \$505.50 >

Investments and retirement

\$3,362,954.58

U.S. Bancorp Investment Services
Brokerage...5318 \$2,809,683.99 >

[Link external account](#)

Last login: Tue, 01/23/2022, 10:30 AM CT

Overview

Recent transactions [View trends](#)

PENDING

Starbucks 3942 \$25.23 8/10/21

COMPLETED

Target 4321 \$25.23 8/10/21

Spotify Credit card...7808 \$15.09 8/10/21

Disclosures

Investment and Insurance products and services including annuities are:
Not a Deposit • Not FDIC Insured • May Lose Value • Not Bank Guaranteed • Not Insured by any Federal Government Agency.

U.S. Bank, U.S. Bancorp Investments, U.S. Bancorp Investment Services, and their representatives do not provide tax or legal advice. Each individual's tax and financial situation is unique. Individuals should consult their tax and/or legal advisor and information concerning their particular situation.

For U.S. Bank:

Equal Housing Lender. Deposit products offered by U.S. Bank National Association. Member FDIC. Mortgage, Home Equity and credit products are offered by U.S. Bank National Association. Loan approval is subject to credit approval and program guidelines. Not all loan programs are available in all states for all loan amounts. Interest rates and program terms are subject to change without notice.

*This VeriPage® provided is for educational purposes only, to aid in your awareness and understanding of credit scores in general. U.S. Bank does not use your VeriPage® to make lending decisions.

The Scorecard service is provided by Experian. The Scorecard service is not a product of the U.S. Bank National Association.

The screenshot shows the U.S. Bank mobile app 'Accounts' screen. A white overlay box with a hand holding a smartphone icon is centered on the screen, displaying the text: "Set your paperless preferences. We'll notify you when important documents are available to view in the app or online. [Sign up now](#) [Maybe later](#)".

9:41

Accounts

U.S. Bank Smart Assistant

Set your paperless preferences.

We'll notify you when important documents are available to view in the app or online.

[Sign up now](#)

[Maybe later](#)

INVESTMENT & RETIREMENT

U.S. Bancorp Investments

Pay bills & transfer **Deposit a check** **Send instantly** **Products & offers**

Union Bank → U.S. Bank

U.S. Bank outcome: With Pendo tours, U.S. Bank was able to successfully onboard Union Bank customers and drive engagement into critical features helping U.S. Bank achieve key outcomes such as paperless enrollment.

28 Pendo
tours

More than a
million Pendo
guide views

40%
conversion
rate

Opt-ins to
paperless from
Pendo tours

Learnings from Union Bank migration



- Drive awareness of how to build better financial habits and behaviors
- Create more contextual and personalized messaging
- Tell a story through journey flows across multiple tours over a period of time
- First screen of any guide is the most critical
- Clear call to action for buttons in guides

Increasing feature adoption

Influencing small business owners at scale...

Our customers are:

- Solopreneurs
- Driven by passion
- Not corporate professionals
- Short on cash and time

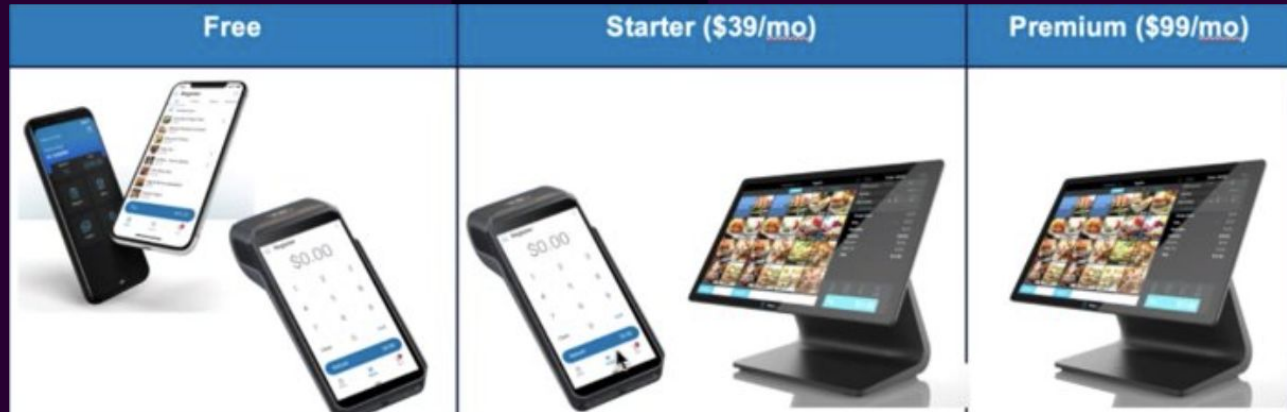


They expect:

- To be empowered
- To be led
- To be understood
- **TO BE LEFT ALONE**

... is no easy task when coupled with complex hardware/software configurations and low product adoption

75% of
customers have
only adopted
1.7 features



We leveraged a phased approach to increase awareness and adoption

Phase 1

Tool tips and walkthroughs of base level features for eligible customers

Phase 2

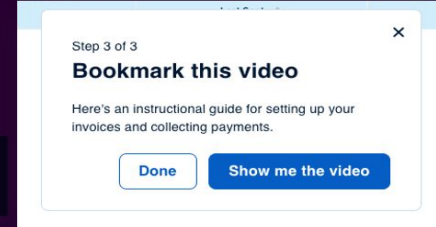
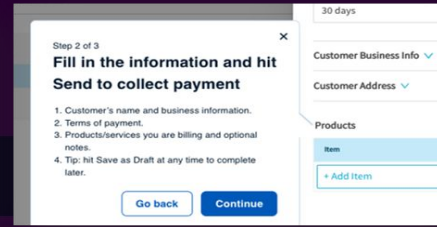
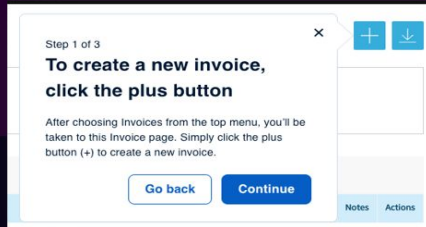
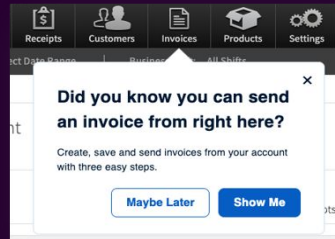
Advanced use cases addressing all applicable customers

Phase 3

Multi-channel orchestration

Increased adoption of invoicing by 18% in 30 days

Reduced time to first usage by 40 days



Adoption as a company metric



Increasing feature adoption
for 18 core features

Product

**Customer
Success**

UX Research

The background is a solid dark purple. In the four corners, there are decorative pixel art patterns. The top-left and bottom-left corners feature a grid of squares in various shades of purple and pink. The top-right and bottom-right corners feature a more complex pattern of squares in shades of purple, pink, and orange, with a small white arrow pointing towards the center in the top-right corner.

Questions?

PENDOMONIUM 2023



Thank you!

PENDOMONIUM 2023

The background is a solid dark purple. It is decorated with a pattern of squares in various shades of purple, magenta, and pink. Some squares are solid, while others are outlined. There are also several small, stylized arrows pointing in different directions, some in pink and some in white. The overall aesthetic is modern and geometric.

PENDO MONIUM 2023