

# Pioneer Bank

## CASE STUDY



### INCREASED SHARE OF WALLET

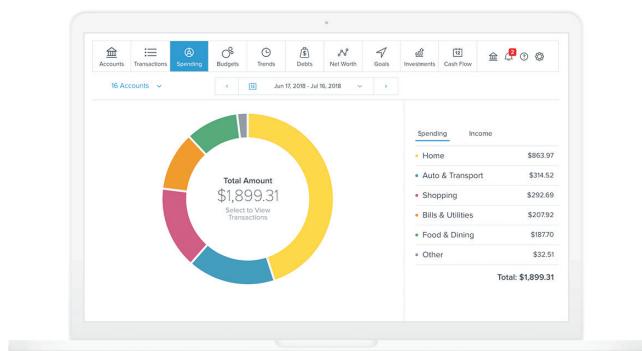
#### RESULTS

The proof is in the numbers

With the Personal Finance solution from FIS, Pioneer Bank gained the customer insights they needed to better target and serve their customers with the right message and product at the right time. They also saw high initial adoption and engagement within the platform. And in just a few months, Pioneer Bank saw incredible results:

2x growth in users within one quarter

65% percent of users engaging regularly with the platform



#### CHALLENGE

Putting financial data to work

Pioneer Bank is a leader in the banking industry with 22 branches throughout Upstate New York. Pioneer had recently gone through a complete rebrand including a newly designed website and wanted to know if their efforts were successfully reaching a younger demographic.

*“We see tremendous value offering Personal Finance, not only for our customers but for the bank as well. We are incorporating Personal Finance into our in-branch customer experience and onboarding program to help drive adoption and better understand our customers’ relationships with other institutions.”*



**TOM AMELL**  
PRESIDENT AND CEO  
PIONEER BANK

To more effectively understand and reach its customers, Pioneer needed a comprehensive solution that gave them in-depth insights into who their customers are, and actionable data that enabled them to enhance and grow their product offering.

## SOLUTION

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# Turning financial transactions into customer connections.

Pioneer Bank selected the Personal Finance solution from FIS because it offered advanced capabilities that weren't available in any other provider. Using the Personal Finance solution enabled Pioneer Bank to aggregate customers' internal and external accounts for a 360-degree view of customers' financial information: transactions, credit card providers, loan lenders, and much more. Through advanced cleansing and categorization, Pioneer Bank gained meaningful insights into what accounts their customers actively use and insights into their purchasing habits.

With the Personal Finance solution, Pioneer Bank was able to see that 58% of their customers' top external loan accounts were predominantly student loans. The data-backed insights allowed Pioneer to reassess their own offerings to create products that

better aligned with customers' needs while making them more competitive in the marketplace. Further, they discovered that 35% of their Personal Finance users are engaging with the platform within mobile banking, reaffirming the need to keep their mobile strategy top of mind. Overall, leveraging the insights they gained, Pioneer Bank was able to build targeted customer segments and campaigns that increased the success of their marketing efforts.

Pioneer Bank's Personal Finance solution is fully powered by MX's market-leading technology, enabling end-users to become financially stronger while increasing top-line growth for FIS partners.

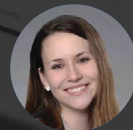
*Learn more at [data.mx.com](https://data.mx.com)*

*"With Personal Finance, we see an opportunity to empower our customers and add real value to their relationship with us. This technology offers a fully integrated digital banking experience that is user-friendly and can help customers see their financial progress."*



**TOM AMELL**  
PRESIDENT AND CEO  
PIONEER BANK

*"For our customers, this is a way for them to see their entire financial picture from one place. For us, the power of the data will help us produce relevant and timely marketing campaigns which will increase adoption of our other products and services. Ultimately, this will lead to loyal customer advocates."*



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