

## How National Bank of Adams County brought their unique customer experience to life with Apiture's new mobile application

### About National Bank of Adams County

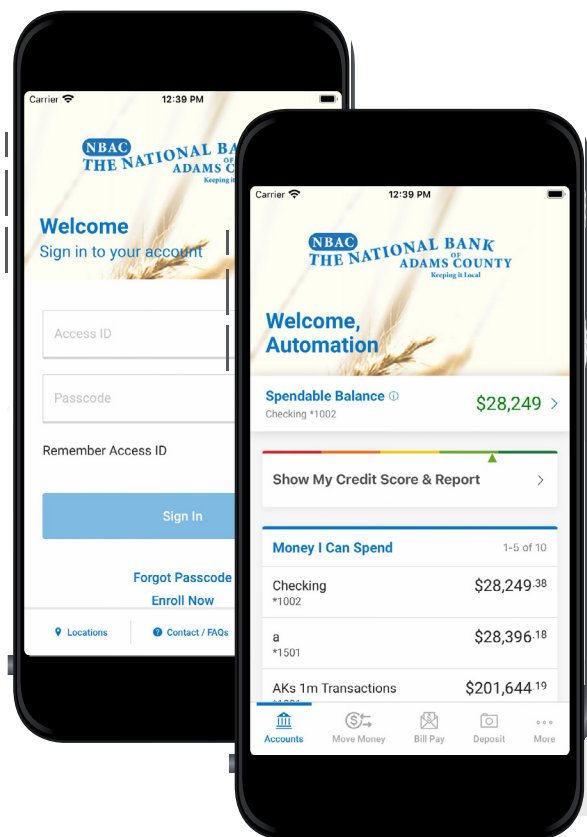
Founded in 1928, National Bank of Adams County (NBAC) is a locally owned and operated institution focused on serving their community of Adams County. With no branch locations, NBAC relies solely on their online and mobile banking channels to serve their growing base of customers.

National Bank of Adams County has been partnering with the Apiture Xpress product for over thirteen years and just recently launched Apiture's new mobile banking experience to their customer base. As a bank with fifteen employees, being able to continue to provide new digital offerings to their customer base via Apiture has allowed the bank to grow and keep their community happy.

NBAC recently experienced an almost 10% growth in their total asset size as an impact of the global pandemic, resulting in an increase in online and mobile usage across their customer base. As Adams County grows, NBAC is constantly looking for ways to better engage with their user base to provide a personal experience.

**"With many large competitors coming to our area, we are the bank that's going to still provide customers with that personal, relationship-based experience."** *Jonathan Linkous, Compliance Officer*

### New Mobile Experience



In 2021, National Bank of Adams County rolled out Apiture's new mobile experience to their customer base. Since the bank relies heavily on digital channels for their customer experience, ensuring that their mobile channel was well-received by their customers was very important. One of NBAC's goals was to streamline the mobile application sign up process and create a cleaner and more up-to-date mobile experience for their customers. Apiture provided the updates they needed before the bank even needed to ask.

**"We find that many times our customer base does not like change. But since launching Apiture's new mobile application, we've seen an overall positive reaction. People are really happy with the updates."** *Jonathan Linkous, Compliance Officer*

The adoption of the new mobile application has exceeded the expectations of the team at NBAC. The streamlined sign-up process and the addition of many new features has resulted in an increase in mobile app downloads.

**"Since launching the new mobile application, we've noticed an increase in the downloads and usage of mobile over online banking. We can't say for sure why there has been this uptick in mobile users, but this is a small town and people talk and we know our customers have been really happy with the new functionality."**

### Dedicated Partner

While a new product rollout can include hiccups, the NBAC team was very happy with their experience with the Apiture team. From troubleshooting one-off issues with the team to ensuring that the bank's logo was appropriately sized, the Apiture implementations team worked hand-in-hand with the bank to make sure they had a wonderful experience with their new mobile application.