

# Seacoast Bank Experiences 114% Increase in App Store Ratings After Converting to Q2's Best-in-Class Digital Banking Platform

## Key Challenges

Founded in 1926, [Seacoast Bank](#) ("Seacoast") is one of Florida's largest community banks, not only in retail banking, but recently in its rapidly growing commercial banking business. Chief Operations & Technology Officer Jeff Lee takes customer feedback very seriously. That's why he took action when they reported being frustrated about their digital banking experience.

"Our customers were not happy," he says. "The usability of the prior platform was not evolving at the pace customers expected. Mobile was quite weak and decoupled from online banking, which was a major problem. The number of clicks that it took to get things done was certainly a pain point.

"We're a big believer in roadmaps, in aligning those roadmaps and working very hard to make sure we deliver, and we expect the same thing from our partners," Lee said. After switching to Q2, Seacoast found a like-minded digital partner that helped them achieve their goals. "Having a track record of delivering on their promises was very attractive to me with Q2."



### About Seacoast Bank

Founded: 1926

Headquarters: Stuart, FLA

**Current market:** Retail banking (consumers and small businesses), with a strong and rapidly growing commercial banking focus

**Assets:** \$15 billion

**Q2 Customer Since:** 2022



**“As long as we’re in that game and we’re competitive, we’re going to win, because my hunch is that customers would rather bank local”**

**Jeff Lee**

Chief Operations & Technology Officer

# Results

Significantly increased app store ratings by 114%

Converted to Q2's digital banking platform in less than a year with more than 100,000 customers converted

Grew 7x in personal financial management, such as the use of Zelle, over the prior money movement partner

Reduced incoming call volume by 20% with far fewer customers being confused or locked out of the app

## Solutions

"Q2 is a very important part of our success equation for the bank going forward. We'll continue to evolve with Q2. We're in really good lockstep at this point. I expect Q2 to continue to bring innovative ideas to the table. I also expect Q2 to ensure that we are very competitive against the top five banks because – right or wrong – they do set the tone for technology in the space."

"We signed an agreement with Q2 and converted in less than a year. That's moving very quickly, analyzing a lot of business processes, and touching a whole lot of customers for us. The Q2 team did a really good job," Lee says. "They were strong from the implementation, and implementations are never easy."

"We've also converted three more banks in that period of time. Our numbers were already looking good organically, and when you add M&A into that, our numbers are looking quite good at this point."

Leveraging Q2's integrated tools, such as Contextual Personal Financial Management™ (cPFM), Seacoast customers immediately started giving high ratings on app stores as they took charge of their finances. "We integrated MX Insights through the Q2 Accelerator Program for personal financial management as a part of that conversion process, and it skyrocketed. We knew it would be popular with our clients. We didn't know it would be that popular. We've just been pleasantly surprised by the level of adoption. Overall, the features that we thought our customers would like, they liked even more than we thought, so we're pleased."

"We used to field a lot of phone calls from customers who were confused or locked out of the prior platform. A 20% reduction in calls in the first four months post-conversion is very material. We've also seen a 114% increase in app store ratings, and that's a very big deal."

The best-in-class digital banking system is delighting Seacoast's wide variety of customers, which includes smaller "mom and pop" businesses where Seacoast also handles the family's wealth relationship as well; businesses making up to \$50 million in annual revenues in which Seacoast also provides commercial real estate and commercial and industrial lending; and middle market businesses with revenues up to \$200 million a year with complicated transactions.

"We're keeping everything in balance across the stack and building the entire banking relationship with all customer segments."

Today, with Q2 helping Seacoast drive the pace of innovation, the sky is the limit. Lee and his team are looking forward to the future. "Now that the conversion is over, everything is looking good. We're continuing to grow and the product teams that we work with know their stuff. They help us grow faster in areas where we just don't have enough people to do it ourselves."

"As long as we're in that game and we're competitive, we're going to win, because my hunch is that customers would rather bank local. They'd rather bank with a 96-year-old Florida-based community bank that has great technology. It's a winning combo. "

For more information go to [Q2.com](https://Q2.com) or call (833) 444-3469.