






How to increase online account opening volume by more than 3X

and save 300 hours on in-branch account opening per month

At a glance



 Members:	92,304
 Headquarters:	Prattville, AL
 Asset size:	\$1.1B
 Branches:	16
 Core:	Jack Henry: Symitar (Episys)

- **3X increase** in accounts opened online per month
- **Saving 300 hours per month** on in-branch account opening
- Reduced time to open a consumer account online from **3 days** to **~4 minutes**

Raising the bar for member-driven experiences online and in-branch

When Guardian Credit Union, a \$1.1B credit union headquartered in Alabama, decided to modernize its online and in-branch deposit account opening process, its primary focus was on improving the member and employee experience and increasing operational efficiency.

“There was a significant opportunity to modernize an account opening process that was not aligned with our standards for member- and employee-driven experiences,” said Rachel Stewart, Chief Experience Officer at Guardian Credit Union. “We recognized the power of automation and how digitizing critical steps in the member account opening process would have an institution-wide ripple effect. After partnering with MANTL, Guardian Credit Union scaled deposit and new member growth across all of our banking channels, increased back-office efficiency, and created a better member and employee experience.”

Guardian Credit Union partnered with MANTL to implement a 100% digital online account opening experience and modernize account opening across its 16-branch network. In less than a year, Guardian Credit Union:

- Reduced the time to open a consumer account online from three days to ~4 minutes
- Increased the volume of new member accounts opened online by more than 3X per month
- Saved 300 hours per month on in-branch account opening
- Opened more than 10,000 new member deposit accounts

Learn how Guardian Credit Union leveraged automation to transform the account opening experience across all of its banking channels, grow member relationships, improve operational efficiency, and provide the state of Alabama with a superior banking experience.



“After partnering with MANTL, Guardian Credit Union scaled deposit and new member growth across all of our banking channels, increased back-office efficiency, and created a better member and employee experience.”

Rachel Stewart

Chief Experience Officer





“The biggest impact that MANTL has made is on our online channel. We’ve significantly increased new account growth and the ability to better serve our members from the very first touchpoint.”

Rachel Stewart

Chief Experience Officer



3X

increase in online
account opening volume



79%

approval rate



>50%

reduction in instances of
manual review

Overhauling online account opening for speed and growth

Guardian Credit Union partnered with MANTL to overhaul a legacy online account opening process that took three days to open an account and had a 65% abandonment rate. Guardian Credit Union’s primary goal when partnering with MANTL was to allow members to start and finish an application 100% online.

“Members could not complete an application from start to finish online with our legacy account opening system,” said Stewart. “When a member was filling out an application online, they would be prompted to select a branch. Their online application would then be sent to a branch queue, and an employee would call them to finish opening the account. As a final step in a cumbersome process, all accounts had to be reviewed manually.”

After implementing MANTL, new members can complete the digital application online in an average of ~4 minutes. The streamlined process had an overwhelming impact on new account growth: Guardian Credit Union increased the volume of accounts it is opening online per month by more than three times.

Key MANTL features that remove friction from the process include:

- Automated eligibility verification based on your unique members
- Configurable KYC waterfalls to decrease fraud and reduce manual reviews
- Native integrations with best-in-class data sources

Saving 300 hours a month on in-branch account opening

Guardian Credit Union rolled out MANTL across its 16-branch network one week after implementing MANTL online.

Prior to MANTL, loan officers would avoid cross-selling deposit accounts because of the time burden. Since implementing MANTL in-branch, Guardian **has reduced the time it takes to open an account from 30 minutes to ~5 minutes and is saving more than 300 hours a month** on in-branch account opening across its branch network.

Today, more than 80 employees are using MANTL to open accounts daily.

“We chose to implement MANTL across all channels within a relatively similar time frame to ensure that all Guardian employees had visibility into new accounts opened – regardless of channel,” said Stewart.

Leveraging the same deposit account opening solution across all of your banking channels ensures:

- **Improved member experience:** A consistent experience online and in-branch that meets members’ unique needs, however and wherever they prefer to bank
- **Deeper member relationships:** Intuitive workflows and advanced cross-selling enable members and bankers to add products and services to grow member relationships easily
- **Increased efficiency:** Seamless application hand-off and real-time syncing between banker and member reduces duplicative data and improves information reliability
- **Increased wallet share:** Offer diverse account types from a single point of entry to increase customer lifetime value and ensure you can meet the changing needs of your customers



“MANTL has helped shift the mindset around opening a deposit account in-branch. It is so easy that anyone at Guardian, even a member of the Marketing team or a Teller, can step in to open an account. For production-based loan officers, opening a deposit account is no longer viewed as something that takes away from their ability to hit loan goals because it is so simple.”

Rachel Stewart
Chief Experience Officer



Compliance is fast, simple, and effective



Set your rules your way



Apply innovative data sources



Let automation do the work

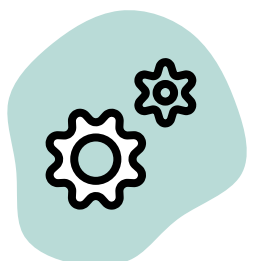
Removing the subjectivity from KYC

With MANTL's automated compliance and KYC, Guardian Credit Union reduced manual reviews by over 50% and significantly improved operational efficiency.

"MANTL has helped unify our compliance and branch operations, removing any guesswork from the KYC process. Everything is clearly documented within the MANTL platform, and we know all of our team members are approaching compliance, document collection, and new member verification the exact same way," said Stewart.

"Since MANTL is able to verify that we have a legitimate name, date of birth, and SSN, we were able to focus and lower our new account review sample size to those accounts that are not fully verified and, therefore, higher risk. This has been a game-changer for our department. We have been able to save time in the back office when reviewing new accounts and the front office when opening new accounts since they have less information they need to input manually. We now need less new account verification, like a second form of ID or proof of address, which is also easier for the new members," said Amber H., Compliance Manager at Guardian Credit Union.

Testimonials from the Guardian team:



“MANTL is fantastic! MANTL has made our team more efficient because everyone has access to it, and the member does not have to wait on one or two people to be able to get help. It is simple and easy to use, even for the other account types, and not just general. Our MANTL team is always available and willing to help clarify things or help with accounts, as needed, and that is great!”

- Breanna P., Member Service Consultant



“MANTL is a straightforward program that helps us to be more interactive and personal with each member. We can quickly and easily collect all the information we need, put it in MANTL, and focus more on the new member - making sure we can get to know them and their needs to better service them with other products we offer. **The difference between using Temenos and MANTL is like two different worlds. The speed, the ability to hand-off applications, and the KYC checks make MANTL so much easier to use versus Temenos.**”

- Clark D., Member Service Specialist



“Everything is simpler with MANTL - I love the verifications that take place in the background.”

- Monique J., Branch Manager





About MANTL

MANTL is a financial technology firm offering the industry's first Relationship Banking Platform. MANTL's unified account origination technology empowers banks and credit unions to seamlessly open loan and deposit accounts on any banking channel in real time. MANTL Deposit Origination is among the fastest and most performant solutions on the market; consumers can open a new deposit account in under three minutes, businesses can open a new deposit account in under 10 minutes, and MANTL customers raise billions in core deposits each month. MANTL Loan Origination simplifies each step in the loan process, automating up to 100% of loan application decisions to ensure a smooth, high-quality experience from personal loans to business financing. Founded in 2016, MANTL is a privately held company headquartered in New Jersey with the backing of prominent venture capital investors. For more information, visit mantl.com or follow MANTL on [LinkedIn](#).