

## Small Business Resources and Digital Onboarding, Inc. Partner to Help Banks Increase Customer Engagement & Revenue

**April 5, 2021 - BOSTON, MA** — Digital Onboarding, Inc. today announced that it has entered into a partnership agreement with **Small Business Resources**, a company that helps banks acquire small business deposits, treasury management, and lending services. Small Business Resources will leverage the fully automated Digital Onboarding engagement platform to enable its Partner Banks to increase small business customer engagement and revenue. The platform will be made available to Small Business Resources banking customers via a new branded offering, SBR FullWallet.

Research by **Accenture** indicates that 42 percent of small and medium-sized businesses surveyed believe that alternative providers can offer better service than traditional banks.

“Banks are facing stiff competition from fintechs and Neobank providers that are investing heavily to attract small and medium-sized business banking customers,” said Robert Boorin, CEO, Small Business Resources. “Business banking relationship managers struggle to build deep relationships with all of the customers in their portfolios. SBR FullWallet will enable our Partner Banks to deliver timely and highly personalized communications that make it easier for small businesses to adopt additional products and digital banking services.”

According to the **FISTM Performance Against Customer Expectations (PACE)** report, half of small business research respondents experienced some difficulty accessing their banks’ online and mobile capabilities, making it their biggest pain point.

“For banks, small businesses are significantly more profitable than consumers, but a large percentage of small business customers are unengaged and at risk,” said Ted Brown, CEO, Digital Onboarding, Inc. “I am thrilled to partner with Small Business Resources to help regional and community banks deepen their business relationships and better compete in today’s marketplace.”

### **About Small Business Resources (SBR)**

Since 1998, SBR has provided innovative small business marketing solutions to the Financial Community, and other strategic industries including Insurance, Merchant Services Providers, and other Fortune companies. SBR’s services range from small business customer acquisition, onboarding , cross-sell, and customer engagement through creative content.

SBR’s small business programs allow Bank partners to acquire small business deposits, treasury management, and lending services. SBR solutions combine traditional media and digital services so Banks and Companies can have multi-channel access to small businesses. SBR offers its clients turnkey solutions that are easy to use and implement. For more information, visit <https://www.sbresources.com>.

### **About Digital Onboarding Inc.**

**Digital Onboarding Inc.** is a SaaS technology that offers a fully automated digital engagement platform that is purpose-built for financial institutions. The platform enables banks, credit unions, credit card companies, and investment management firms to create personalized emails, texts, and step-by-step digital guides to engage members, from the moment they join.

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