

# Driving Mobile Growth: 37x More Direct Deposit Switches

How Central Pacific Bank Turned Mobile Into a Growth Engine



## Overview

Central Pacific Bank (CPB), a Hawaii-based financial institution with \$7.37B in assets, sought to drive growth and capture more deposits by simplifying their mobile experience and reducing friction for their customers.

By partnering with MX, CPB drove 37x more direct deposit switches, 50% increase in new account openings on mobile, and 5x mobile adoption of credit monitoring.

## The Challenge

CPB had already rolled out important digital features like direct deposit switching, account opening, and credit monitoring. But, customers weren't using them as much as expected and growth was slower than it should have been.

The problem wasn't interest. It was effort.

To do simple things, customers often had to leave the app, switch channels, or come back later. Each extra step was enough for many consumers to give up despite their interest. CPB needed to:

- **Simplify the process:** Make it easier for customers to move their money and remove extra steps at moments that mattered.
- **Reduce abandonment:** minimize friction and move fast without breaking the experience.
- **Gain clarity:** See clear results from digital usage and impact on their customers' experience.

## The Solution

### Make Mobile the Place Where Growth Happens

CPB partnered with MX to launch three high-impact mobile enhancements, each designed to make common banking tasks easier to complete.

1. **Drive primacy with Direct deposits:** Most (67%) consumers define their primary financial relationship by where their direct deposit goes. So, MX analyzed transactions and simplified direct deposit switch helped drive primacy for CPB among their customers
2. **Streamline account opening:** CPB utilized the MX mobile platform to offer new account opening via mobile and simplify the process for consumers.
3. **Complete users' financial view:** Enhancing the user's financial wellness experience requires offering as many insights into their finances as possible. By adding a credit monitoring feature to the mobile experience, CPB expanded their customers' financial view.

## The Results

### Direct Deposit Switch: 37x Growth in Six Months

CPB had offered direct deposit switching on desktop for a year, but usage was very low. After partnering with MX and offering the same experience on mobile, behavior changed almost immediately.

- 37x increase in direct deposit switches in six months
- 235 total conversions, up from just 6 previously
- 60 conversions in the first week after mobile launch



We embedded our direct deposit switch into the mobile app, and **the results have been unbelievable**. The day we put it on a mobile device, **we had 60 conversions in the first week**.

**Jason Lazzerini**  
EVP & Chief Digital Officer, Central Pacific Bank



### Mobile Account Opening: 50% More New Accounts

CPB also moved account opening into the mobile app so customers could open new accounts without switching devices or channels.

- 50% increase in new account openings on mobile vs other digital channels.
- Hundreds of new accounts opened directly inside the app

### Credit Monitoring: 5x Higher Adoption in Mobile

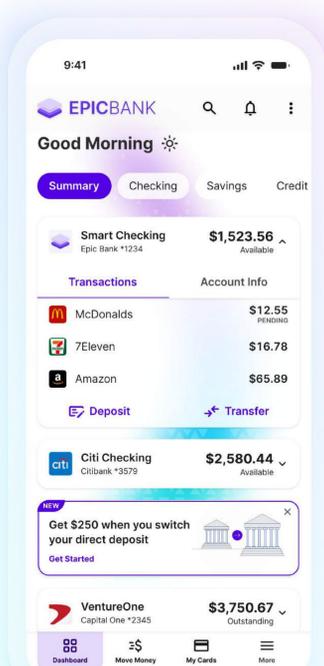
CPB added credit score monitoring directly to the mobile app, giving customers easy access to a tool they check often.

- 3,100+ mobile enrollments in three months.
- Compared to ~600 enrollments on desktop.
- Nearly 5x higher adoption when offered in mobile.

## The Takeaway

When growth experiences live in mobile, customers respond.

By prioritizing mobile and partnering with MX to execute quickly, Central Pacific Bank turned mobile banking into a powerful engine for deposits, engagement, and account primacy.



## Why MX?

### Speed, Focus, and Partnership

Central Pacific Bank's progress came from moving quickly and staying focused on what customers actually do.

With MX, CPB was able to:

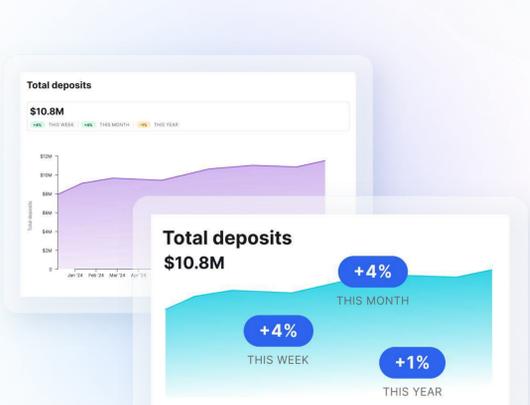
- Launch multiple mobile features in months, not years.
- Put key actions directly inside the app.
- Keep the experience consistent with CPB's brand.
- Tie mobile usage to real business results.

Mobile is now the foundation for CPB's growth and the future they are building towards.

## Mobile

A fully-featured mobile platform that empowers institutions to deliver data-driven, contextual, and personalized experiences in a single channel.

[Learn More >](#)



## Direct Deposit

Enable consumers to switch their direct deposit with a frictionless flow.

[Learn More >](#)

## Ready to Turn Data into Growth?

Learn how MX helps financial institutions bring clarity and consistency to investment data.

[Let's Talk](#)