

NEWS RELEASE

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9 Out of 10 Americans Expect Digital Banking Services, According to New Survey from VSoft Corporation

*Nearly half of Americans say they use more than one
device when banking digitally*

ATLANTA, Jan. 26, 2016 – A new survey from [VSoft Corporation](#) found that nine out of 10 (89%) Americans expect a bank or credit union to offer some kind of digital banking service. Conducted on behalf of VSoft by Harris Poll, the survey ran online from Oct. 29 – Nov. 2, 2015, and garnered responses from more than 2,000 U.S. adults ages 18 and older.

The survey also found that 58 percent of Americans agree that the latest digital banking services are a top priority when choosing a financial institution. In fact, nearly half of Americans (48 percent) say they use more than one device – such as a mobile phone, tablet, or laptop/desktop – when banking digitally.

A recent [report](#) from Mercator Advisory Group, *The State of Digital Banking in 2015*, supports this trend, reviewing how digital banking is transforming into a full-featured suite of solutions across various deployment options, including computers, smartphones and tablets.

Ed O'Brien, director of Mercator Advisory Group's Banking Channels Advisory Service and author of the report, said in a recent [press release](#), "Households are using a wide variety of devices when banking, from computers to smartphones to phablets and tablets, depending on preference and the types of transaction or interaction desired."

In response to these findings, financial institutions must invest in modern digital banking offerings that provide consistent user experiences across any device. Contrary to traditional multi-channel banking, a modern, consolidated platform streamlines multiple banking channels under a single access point. Customers can easily conduct transactional and non-transactional tasks using the device of their choice, but enjoy a consistent, intuitive interface that ensures a positive experience while delivering the convenience consumers expect.

"The evolving demographic coupled with the rapid growth of digital devices has resulted in a meaningful shift in consumer expectations," said Murthy Veeraghanta, chairman and CEO of VSoft Corporation. "Not only is digital banking expected by consumers, but multi-device banking has become the new normal. To remain relevant, banks and credit unions must invest in a digital banking platform that is device agnostic and features a responsive design."

More information on VSoft's digital banking platform, IRIS, is available for [download](#).

Survey Methodology

This survey was conducted online within the United States by Harris Poll on behalf of VSoft from Oct. 29 – Nov. 2, 2015 among 2,020 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Rebekah.Youngers@vsoftcorp.com.

About IRIS™

VSoft's IRIS digital banking platform is device agnostic, allowing accountholders to address their banking needs anywhere and anytime. The solution features a responsive design, eliminating the need for separate products such as Internet, tablet, mobile banking and mobile deposit. The consolidation of products and the consistent, intuitive interface ensures a positive user experience while delivering the convenience users expect. The feature that resonates most with financial institutions is the single system approach. IRIS is one system that addresses multiple banking needs for both retail and business banking. Unlike other systems, IRIS features built-in imaging capability allowing retail and business accountholders to conveniently deposit a check using mobile deposit. Mobile Deposit is native to the application and does not require integration with a third party remote deposit capture vendor. For more information on IRIS, please visit <http://www.vsoftcorp.com/products-services/iris/>.

About VSoft Corporation

VSoft Corporation offers platform-based services for the banking, financial services and insurance (BFSI) industry. Its core, payment and digital banking solutions reduce cost and maximize efficiency while providing seamless, real-time, high-volume and high-performance transactions across multiple channels. The VSoft platform can be delivered in-house, or as an outsourced ASP or SaaS model to best meet the needs of individual financial institutions. VSoft's services have been trusted by more than 2,600 financial institutions worldwide. For more information, please call 770-225-7692, or visit www.vsoftcorp.com, or follow them on Twitter [@VSoft_Corp](https://twitter.com/VSoft_Corp).

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