

account now

The 4th Annual Underbanked Financial Services Forum
Motivate your Salesforce
June 1-3, 2009
Matt Montes - Founder and COO

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AccountNow Mission

- *To provide people who don't have or want traditional bank accounts with payment accounts that improve their financial lives.*

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Company History

- Founded in 2002.
- Launched production site in 2005 www.accountnow.com
- Private profitable Venture Capital backed company
- Raised \$21.75 Million in 3 rounds



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AccountNow Inc.

Servicing the Unbanked

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It has to start here....

- Great Service to the unbanked.....that's crazy!!



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Next find the right employees

- Hire enthusiastic upbeat people
- Seek compassionate people
- Patience – no hot-heads - Test confrontational responses
- Unbanked now or previously preferred.

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And focus training on the customer's pain

The money they could save.

Small amounts of
Money are very
Important.

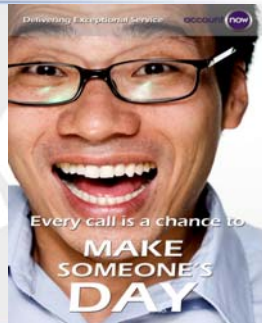


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Appreciate them – by truly helping

Training focuses on
Customer education
Saving tips:

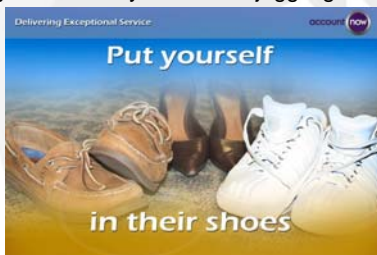
- ATM Fees
- Check cashing fees
- PIN fees
- SMS alerts



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Compassion and Understanding

- Paycheck to Paycheck - bill juggling.



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CSR's as advocates

- In posters
- During training
- Sharing life stories



Develop a company wide initiative -

- Super
- Terrific
- Absolutely
- Refreshing
- Service

What is S.T.A.R.S

Challenges

Non-banked customers have come to expect poor service from their providers which results in a lack of trust and loyalty.

Goal

Create a core competitive advantage by changing our customers expectations!

- A company wide initiative to promote phenomenal customer service
- Each employee is assigned a management team member to mentor.
- Every contact with a CSR generates a survey.
- CSR's monthly bonus tied to customer surveys.
- The entire company is measured by our customers responses.

Motivated CSR's = Great Results

- Daily service satisfaction levels avg. 8.5 out of 10.
- Highest Direct Deposit Penetration on Active Accounts
- Highest Average Monthly Load Volumes
- Solid Account Persistence

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Highest Industry Net Promoter Score

Company	Net Promoter Score
USAA	84%
Apple	77%
Barnes and Noble online	74%
Google	73%
AccountNow	64%
American Express	47%
Adobe Systems	46%
Wachovia	32%

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