

# How nCino helped a community bank reach a new target market and achieve its digital transformation.

## Executive Summary

As a Certified B Corporation®, Mascoma Bank is committed to balancing purpose with profit, and strives to be a force for positive change in the communities it serves.

Although founded over a hundred years ago, the Bank is among the most progressive financial institutions in the northeast. Mascoma is embracing its digital transformation to help deliver outstanding service to its customers and create value for all its stakeholders.

With an average customer age of around 50, Mascoma is seeking to attract a younger demographic. To this end, it opened a de novo branch in Burlington, VT, a college town with a youthful, tech-savvy consumer base. Mascoma replaced traditional teller lines with comfortable couches, consultation “pods” and tablets for opening new accounts and services, and customers can indulge in popular locally sourced “B-snacks” like Cabot cheese, Rhino Foods and Ben & Jerry’s ice cream.

B Corporations embrace sustainability and doing more with less. For Mascoma, this means empowering its customers to spend less time and energy driving to the branch as well as reducing its use of paper-intensive applications and documents. Although Mascoma had previously piloted an online account opening process, the Bank wanted to overhaul its current digital offerings specific to its retail banking division to deliver a stronger customer experience, while also simplifying the process for its bankers.

To support its Burlington launch and digital transformation, Mascoma selected the nCino Bank Operating System, a scalable and highly flexible cloud-based end-to-end platform to help create a frictionless-digital experience by improving the deposit account opening, online loan application and auto decisioning capabilities to further drive customer engagement.



Mascoma Bank

Headquarters  
Lebanon, NH

Asset Size  
\$1.8 billion

### nCino Solutions

Retail Banking

### Key Features

Customer Portal

Deposit Account Opening

*“Traditionally, banking and the customer experience have been driven from the inside out. It’s been based on regulatory compliance, and a ‘this is how we do things’ mindset, rather than from what customers want and what they are going to do. [We recognized that] the community bank customer experience IS broken. It’s not a ‘Netflix experience’ – it’s a ‘renewing your driver’s license experience’! Through strategy, innovation and nCino, we saw an opportunity to fix that.”*



**Raphael Reznik**  
Chief Information Officer,  
Mascoma Bank

Process



## Embracing the Agile Bank

### ✓ Full Integration

The nCino Bank Operating System is an end-to-end solution, integrating seamlessly with Mascoma’s core to eliminate redundant, disparate systems and processes. The resultant consolidation into a single platform has sped up and simplified Mascoma’s onboarding and deposit account opening processes.

### ✓ Less Paper

Auto booking loans eliminated the burden previously put on the Bank’s lenders and underwriters to manually rekey data and information between systems, which is helping the Bank to book more closed loans, faster.

### ✓ A Cultural Fit

Resnek recognized that nCino’s corporate culture and approach to change matched the Bank’s own commitment to providing its customers with outstanding service and transformative technology. Like nCino, Mascoma has embraced Agile development methods and Design Thinking, which has allowed it to deploy new solutions quickly, and iterate continuously based on customer and team feedback.

### ✓ A Scalable Platform

With the success of Online Deposit Account Opening, Mascoma is already planning the next phase of nCino. Next up will be Business Deposits, followed by in-branch account opening, Small Business Lending, and Commercial Lending.

*“The initial driver for us in researching the nCino Bank Operating System was that it is a cloud-based technology that is built on an industry-leading platform, which we are very comfortable with. But what sold us is nCino’s culture. We visited nCino’s headquarters in Wilmington, and we saw how similar the company culture is to our own. We knew it would be the perfect fit for Mascoma.”*

**– Raphael Reznek**  
Chief Information Officer, Mascoma Bank

## Results

Mascoma sought to create a frictionless-digital experience by improving the deposit account opening process. Following its implementation of the nCino Bank Operating System in 2019, Mascoma experienced the following results:

**More new accounts** were opening in the 3 days following go-live than were opened via the prior online app in a year and a half. Customers have actively sought out the online application on Mascoma’s website and have found it easy to use.

Accounts can now be opened in **15 minutes** – customers receive their account number immediately following digital data verification through a partner database.

Mascoma is leveraging its agile development method as a recruitment tool to hire talented developers with special skills.

**400%**  
Increased online applications by 400% in 2 months