



Seamless digital transformation:

lessons from Coast Capital and ebankIT's long-term collaboration

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A shared vision for the future of financial services

As the banking sector keeps evolving, collaboration and innovation are essential to remain competitive. Coast Capital, Canada's largest federal financial cooperative, and ebankIT, a global leader in digital banking solutions, have exemplified this through their partnership. Since 2018, their collaboration has focused on transforming Coast Capital into a fully digital credit union while enhancing its service offerings. From the outset, Coast Capital's commitment to member-centric banking and ebankIT's cutting-edge technology solutions have driven the partnership forward. Together, they have worked to modernize digital banking, elevate the member experience,

and position Coast Capital as a leader in Canada's financial services sector.

It all started when ebankIT helped Coast Capital launch a new banking app, delivering a seamless omnichannel experience. This transformation has enabled the credit union to delight existing members and attract new ones, securing its competitiveness and preparing it for expansion. Last year, the partnership's success was underscored by two significant milestones: the recent launch of a groundbreaking Commercial Service and the renewal of said partnership, reinforcing a shared commitment to growth and innovation.



Addressing ambitious objectives

Coast Capital required a multi-channel digital banking platform capable of supporting online, mobile, and web-based services while meeting stringent Canadian regulatory requirements. The solution also needed to remain adaptable to changing market demands and member expectations.

Coast Capital and ebankIT embarked on this journey with bold ambitions to accelerate Coast Capital’s digital transformation and expand its market presence. Their partnership focused on achieving key objectives, including



Digital transformation

Leveraging state-of-the-art technology to modernize Coast Capital’s digital banking platform and deliver a seamless omnichannel experience for members.



Enhanced member satisfaction

Providing user-friendly tools and services tailored to the needs of diverse members, improving overall member satisfaction.



Operational efficiency

Streamlining processes and ensuring the platform’s scalability to support Coast Capital’s growth strategy.

The partnership also addressed a critical challenge: migrating hundreds of thousands of members to the new platform. This migration had to account for the varying needs and technical proficiencies of Coast Capital's members, ensuring a smooth

transition with minimal disruption. Together, ebankIT and Coast Capital successfully delivered a member-centric solution that combined cutting-edge functionality with exceptional usability.

Five years of achievements

Over the past five years, the partnership between Coast Capital and ebankIT has been a resounding success, marked by numerous groundbreaking achievements. Together, they have revolutionized digital banking

for Coast Capital's members, launching innovative solutions that set new industry standards while maintaining a steadfast commitment to member satisfaction.



Rapid delivery of a transformative solution

ebankIT was able to deliver a seamless platform that exceeded member expectations with intuitive functionality and robust performance, laying the foundation for Coast Capital's digital transformation. The app's rapid development demonstrated the efficiency of ebankIT's platform and its alignment with Coast Capital's vision for digital transformation.

ebankIT showcased its cutting-edge banking technology at Finovate Fall, one of the industry's premier innovation events. Among 75 worlds' premier fintech companies, ebankIT's platform stood out, winning two prestigious awards: Best of Show and Best Fintech Partnership with Coast Capital. These accolades highlighted the strength and innovation of their collaboration.




Elevating the Member Experience

Coast Capital has been recognized as the top performer for mobile banking experience among Canadian credit unions for five consecutive years by Surviscor, an expert in evaluating online and mobile banking platforms. Coast Capital's Net Promoter Score (NPS) is consistently surpassing industry averages, highlighting the significant impact of ebankIT's innovative solutions.

Features such as transaction shortcuts, advanced money management tools, and enhanced debit card controls have driven exceptional member satisfaction. Coast Capital's mobile banking app has outperformed competitors, in the credit union sector but also surpassed the performance of several major banks, ranking among the top five across Canada since 2020.

The recent launch of a cutting-edge digital commercial banking platform in 2024 further extends this success, offering businesses enhanced flexibility and efficiency. Designed to meet complex commercial banking needs, the platform includes account grouping, automated transactions, and seamless tax system integration.



Our enduring partnership with ebankIT has been pivotal in the successful launch of our commercial digital banking solution. This innovative platform not only enhances the banking experience for our members but also underscores our dedication to innovation and excellence in digital banking.

Calvin MacInnis, President, Director and CEO at Coast Capital.



Business Growth

Through its partnership with ebankIT, Coast Capital has greatly expanded its reach and deepened member engagement. Committed to maintaining a member-centric approach, Coast Capital and ebankIT have consistently innovated to enhance the user experience. This dedication enabled Coast Capital to deliver strong business performance while continuing to address the evolving financial needs of its members amidst emerging challenges.

Coast Capital has effectively brought more members into its digital ecosystem, including underserved communities. Some of the most popular banking activities among members include eTransfers, bill payments,

and cheque deposits. Additionally, features such as External Account Transfers, Account Origination, and Overdraft Protection have strengthened client retention, increased deposits, and enhanced financial returns.

This collaboration has reinforced Coast Capital's competitive edge, establishing a robust foundation for future growth while driving financial inclusion and member satisfaction. By providing an intuitive and accessible digital banking experience, Coast Capital has effectively brought more members into its digital ecosystem, including individuals from underserved communities who previously encountered obstacles to traditional banking services.



In 2024, “Guaranteed Investment Certificate” account openings rose by 21%, with savings accounts also increasing by 21% compared to 2023.

A renewal and expanded partnership

This strategic alliance has positioned both organizations for long-term success. By leveraging ebankIT's digital banking expertise, Coast Capital has been able to deliver innovative solutions that has elevated member experience and has set new industry benchmarks. ebankIT has also ensured compliance with Canada's stringent financial regulations while enabling agility to adapt to evolving market demands. This collaboration has empowered Coast Capital to expand its national reach, supported by a robust and scalable digital platform designed to fuel growth. For ebankIT, the partnership with Coast Capital has demonstrated the scalability and effectiveness of its technology in a complex and competitive market. The ongoing collaboration highlights ebankIT's commitment to delivering tailored solutions that meet the unique needs of its partners.

Coast Capital has now become a fully digital credit union, reaching significant milestones along the way. This renewal of their partnership underscores the mutual commitment to innovation, growth, and the continuous pursuit of excellence in digital banking. By drawing on the strengths of both organizations, ebankIT and Coast Capital are not only redefining the member experience but also shaping the future of financial services in Canada and beyond.

The recent launch of the Commercial Service marks the beginning of a new chapter in their shared journey and a significant step forward in addressing the needs of business members while reinforcing Coast Capital's commitment to innovation. Both organizations remain dedicated to advancing digital financial services and empowering members with the tools and solutions they need to thrive in an increasingly digital world.



As Coast Capital continues its nationwide expansion, and as ebankIT refines its technology offerings, the next phase of their partnership promises to deliver even greater value to members, further solidifying their leadership in the financial services industry.

Continuous Innovation

Building on the success of the past years, ebankIT and Coast Capital have ambitious plans for 2025 and beyond that aim to further enhance digital banking capabilities and member experiences.

A centerpiece of these efforts are the planned upgrades that include significant enhancements for both commercial and retail banking. For commercial banking, new features such as eTransfers powered by Interac, account origination, and bulk transaction capabilities will provide businesses with greater flexibility and efficiency. In retail banking, improvements to marketing, sales, and origination tools will enable members to access a wider range of lending products, as well as automated renewals for existing mortgages and GIC investments.

The implementation of ebankIT's new modernized and easy-to-manage platform will bring a strong focus on meeting customer needs by prioritizing convenience, accessibility, and seamless interactions. This transformation ensures that members enjoy a more personalized, efficient, and user-friendly banking journey, tailored to their evolving expectations.

The platform will incorporate advanced authentication methods, continuous monitoring, and enhanced encryption protocols to ensure robust protection against evolving cyber threats. These measures will offer members greater confidence in the safety and reliability of their digital transactions.



Our partnership with Coast Capital has been a journey of innovation and collaboration. Its renewal reflects our shared vision and commitment to shaping the future of financial services in Canada.

Renato Oliveira, CEO at ebankIT.



Humanizing
Digital Banking

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