

Instantly Switch Direct Deposit Accounts

truv

Create a seamless experience to drive direct deposit growth and penetration, increase primary financial institution metrics, and cultivate more engaged customers.

Key Metrics that Direct Deposit Switch Influences



Increase direct deposits by up to 65%.



Increase User Engagement & NPS.



Mitigate fraud by verifying identity.

The Power of Using Truv to Enable Direct Deposit Switching



Problem

Financial institutions, crypto exchanges, and other depository institutions focus on deposit growth; however, switching a direct deposit account is typically a long and painful process.



Solution

Truv enables your customers to instantly connect to their payroll provider and change their deposit distribution to increase your direct deposits by up to 65%.

Traditional Approach



High Friction

Customers must go through a painful process of locating account information and sending this information to their HR team or payroll provider.



Slow

The average organization takes two pay periods to switch someone's direct deposit account, which creates frustration with overdraft fees and lack of transparency.



Lack of Control

Your customers initiate the direct deposit switching process with their HR team or payroll provider, which results in human errors or delays.



Opaque

You have no level of additional insight into your customers income and employment data to provide a more personalized experience.

Truv



Frictionless

Embed a white-labeled Truv experience into your experience to enable your customers to switch their direct deposit in less than one minute.



Instant

Enable your customers to immediately switch either their entire or a percentage of their direct deposit amount.



Reduce Fraud

Verify that the identity of the payroll account matches the identity of your account holder to reduce your risk of accepting unauthorized funds.

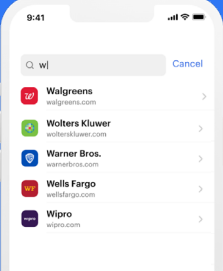


Personalization

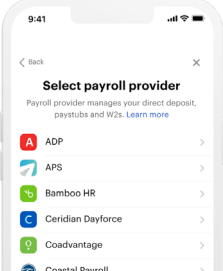
Review income and employment data on customers who switch their direct deposit accounts to drive future decisions and personalized offers.

Why Cutting-Edge Depository Institutions Use Truv for Direct Deposit Switching

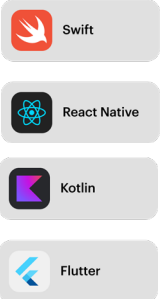
Market leading coverage of **over 90%** of the US workforce with **12800+** integrations across **~3M employers** including Federal government, Fortune 1000, NASDAQ, private, healthcare, military and gig platforms.




User experience optimized for pull-through rates to make connecting to **payroll providers** fast and easy.




Straightforward implementation through **iOS, Android, or React Native** SDKs to make the integration easy. Additionally, no engineering and no code option available through sending your customers a link via email and text message to change their direct deposit.



Enterprise grade platform with **99.95% uptime**, SOC2 Type II compliant, and one of the only CRA compliant vendors in the industry.





96% coverage of Fortune 1000 companies



64+ supported payroll providers

12,800+ direct employer integrations with 2.3M employers

SSO integrations with the top 15 providers such as Google and Okta with a total of over 47 total SSO integrations.



Totem
Amber Buker
Co-Founder & CEO

“From the moment I was introduced to the team at Truv, their passion was apparent. From a technical perspective, the number of employer mappings Truv has is significantly larger than that of their competitors. And while that was a part of why we chose Truv, it was their team’s dedication to hands-on, personal service that ultimately won us over. We’re confident that we’ll be able to grow with Truv for years to come.”