



USER SPOTLIGHT

Marc Yrsha

EVP, DIRECTOR OF RELATIONSHIP BANKING



ABOUT THE FI



HEADQUARTERS

Glens Falls, NY

ASSET SIZE

\$4 billion
(as of: September 2022)

NCINO SOLUTIONS

Online Deposit Account Opening

Small Business Banking

Commercial Banking

NCINO FEATURES

Paycheck Protection Program (PPP)

Small Business Application with Customer Portal

Credit Memo

Get to Know

Marc Yrsha is the Executive Vice President and Director of Relationship Banking at Arrow Financial Corporation, a multi-bank holding company based in Glens Falls, NY focusing on personalized customer service.

In his Relationship Banking role, Yrsha oversees the Retail Branch network and business services. He served as the executive sponsor for the corporation’s partnership with nCino.

With the aim to make banking easier for both its customers and employees, Arrow has implemented multiple nCino projects. Arrow started their nCino journey with nCino’s Commercial Banking Solution, moving away from paper-based processes to increase speed, efficiency, and transparency. Since then, Arrow has expanded their nCino relationship to include nCino’s Small Business Solution and nCino’s Paycheck Protection Plan Solution. The team’s latest nCino project is a swift go-live on the online Deposit Account Opening solution, which gives Arrow’s customers the ability to apply for and open an account digitally, from anywhere, anytime.



Having good partners that we can rely on is important. We’ve had a great relationship with nCino.

Marc Yrsha

EVP, Director of Relationship Banking at Arrow Financial

We Asked, They Answered

Arrow Financial adopted the nCino online Deposit Account Opening feature quite quickly. Can you tell us about that project?

We implemented nCino’s Small Business and PPP Solutions prior to our Deposit Account Opening project, so we were able to apply the lessons we learned from those to our online Deposit Account Opening project. We knew we needed dedicated internal resources to implement an online channel quickly. The implementation was pretty simple, and we were able to go live with online Deposit Account Opening in just three months. One of the most important things we learned is that you can’t just buy the technology: it’s important to put resources, strategy and people behind it.

What were your business goals around implementing online Deposit Account Opening?

Efficiency and growth. Previously, we had very paper-based processes. We wanted a streamlined online Deposit Account Opening offering that would enable us to pick up deposits outside of our current market without affecting our current customer base. As consumers have moved toward a digital-first preference, we knew it was important to offer this online Deposit Account Opening service and do it in a way that was easy for the customer to use.

What uplift have you experienced from a digital online channel?

nCino’s online Deposit Account Opening Solution has enabled us to expand into new markets in a streamlined way. We’ve seen close to 300 new accounts opened online since implementing Deposit Account Opening— that’s a 280% increase in accounts opened. We were a bit surprised to see even our customers in outlying rural areas quickly adopting the digital-first service.



From a relationship banking standpoint, what are your goals at Arrow?

Our relationship banking philosophy is to meet customers where they want to be met. To do this well, we need the tools to do this as efficiently as possible.



“With a partner like nCino, we have tools to streamline our internal processes to work swiftly and meet customers’ expectations.”

Marc Yrsha
EVP, Director of Relationship Banking

nCino allows us to offer digital experiences to customers while maintaining strong human-to-human relationships that are important to the Arrow culture. When a customer opens an account online, we then reach out to that customer over the phone, welcome them to the family and get to know them a bit more.

How will Arrow remain innovative and competitive?

We have seen a 27% decrease from in-branch traffic, which is why we are prioritizing offerings like online Deposit Account Opening, so we can reach the market digitally. As we look forward, we need to continue to be aware of what is going on in the market so we can pivot accordingly and continue to meet the needs of our customers. We value partners like nCino that help keep us on the forefront of what is happening in the industry.