

## A CASE STUDY:

# Frost Builds Business Banking Customer Loyalty by Offering Zelle® for Small Business



With Zelle® for small business, Frost can offer an easy payment experience to their small business customers while enhancing their cash flow.

## The Situation

Frost small business customers expressed a growing need for a faster cash flow process, citing lost income and other impacts resulting from insufficient cash flow. The bank's business customers indicated a genuine interest in real-time payment options.

## The Solution

Frost implemented Zelle® for their small business, a business-focused payment solution that gives businesses a fast and easy way to send and receive money with consumers and other eligible small businesses by using their enrolled Zelle® email address or U.S. mobile number<sup>1</sup>.

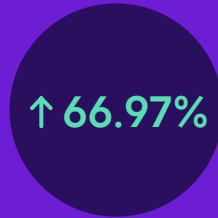
Since Frost was already experiencing success with Zelle®, the decision to expand the experience to business customers was an easy one. Implementing Zelle® for small business was quick since the bank already offered Person-to-Person payments. With access to customizable promotional materials, the bank easily promoted Zelle® to target small business customers to enroll businesses quickly. Within the first six months, the bank has enrolled more than 20,000 small business customers in Zelle®.<sup>2</sup>

# The Impact

Within six months of launching Zelle® for small business, Frost experienced the following:



Small business payments grew by **78%**<sup>2</sup>



Transaction volume increased by **66.97%**<sup>2</sup>



**Revenue, retention** and **products** per small business customer grew on average



The bank received **positive feedback** and **response** from small business customers enrolled in Zelle®

## Attract, Engage and Retain Business Customers

The benefits offered to Frost's small business customers are playing a significant role in the bank's ability to attract and retain customers. These benefits include:

- Receiving funds quickly, directly into the business's bank account
- Saving valuable time by eliminating a trip to the bank
- Providing more transparency and predictability of cash flow as the business owners can request and receive or send a payment<sup>1</sup>
- Reducing exposure to sensitive data by not requiring businesses to capture or provide account numbers

### Learn More About Zelle®

For more information about Zelle® for your small business visit [our website](#).

### About Frost:

Frost is the banking, investments and insurance subsidiary of Cullen/Frost Bankers, Inc. (NYSE: CFR, a financial holding company with \$42.4 billion in assets at Dec. 31, 2020. One of the 50 largest U.S. banks by asset size, Frost provides a full range of banking, investments and insurance services to businesses and individuals in the Austin, Corpus Christi, Dallas, Fort Worth, Houston, Permian Basin, Rio Grande Valley and San Antonio regions. Founded in 1868, Frost has helped Texans with their financial needs during three centuries. For more information, visit [www.frostbank.com](http://www.frostbank.com).

<sup>1</sup> To send or receive money with a small business, both parties must be enrolled with Zelle® directly through their U.S. based financial institution's online or mobile banking experience.

<sup>2</sup> Zelle Network® Shared Directory, September 2021.