



Becoming a Customer Ally: Reinventing small-business relationships

A full-service banking provider headquartered in Columbus, Ohio, wanted to understand the needs of small-business owners and deliver a banking experience designed just for them.

They run restaurants and walk dogs. They wash your windows, fix your computer, and valet your car. They repair it, too. They are gardeners and carpenters. They are entrepreneurs – owners of small businesses. They also are responsible for managing the company financials, yet many lack finance training. This bank partnered with ICC to help reimagine and redesign the banking experience with a solution designed for the unique needs of small-business owners.