



# The modern lifecycle banking playbook

Unlock unified deposits and lending  
to support the financial journey

**Financial institutions are still following a decades-old, age-based playbook to acquire deposits:**

**“Get them in at 16 with a starter account.”**

**“Target 22-year-old college graduates for a direct deposit account.”**

**“Cast a wide net to millennials for business checking accounts.”**

These approaches aren't wrong; they just can't be your entire acquisition strategy. It was easy to score these wins when career paths were more predictable and life milestones followed a linear timeline. But modern life doesn't align with traditional age-based assumptions, and neither should your acquisition strategy.

Modern leaders in the fintech space recognized this shift years ago. They moved beyond the age-based acquisition playbook by focusing on meeting people's immediate financial needs with fast, easy mobile solutions delivered at the right moment. But their narrow product sets often mean they can't “graduate” with customers as they reach their next financial milestone, like starting a business.

That's where banks and credit unions have the advantage, which is why we created this playbook: to help you meet the moments in people's lives with the right solution at the right time.





## Why traditional deposit acquisition models don't hold up

The demographic buckets and age-based milestones that banks and credit unions have traditionally leaned on to guide their deposit acquisition strategies don't account for recent societal shifts. Factors like the rise of the gig economy and delayed family planning have upended the predictable lifecycle that banks and credit unions have relied on for decades to acquire customers and members:

- As of 2023, 36% of the American workforce participates in the gig economy — up from 27% in 2016.<sup>1</sup>
- The average age of first-time mothers has steadily climbed, from 26.6 years in 2016, to 27.5 years in 2023, with the overall average age of people giving birth nearing 30.<sup>2</sup>

These shifts directly impact how, when and why people engage with financial institutions. This makes it all the more important that banks and credit unions move beyond outdated assumptions and meet people at the right time with the right solution. That often starts with deposits, but it doesn't end there.

1. <https://www.mckinsey.com/featured-insights/sustainable-inclusive-growth/future-of-america/freelance-side-hustles-and-gigs-many-more-americans-have-become-independent-workers>

2. <https://www.advisory.com/daily-briefing/2025/06/26/around-the-nation>

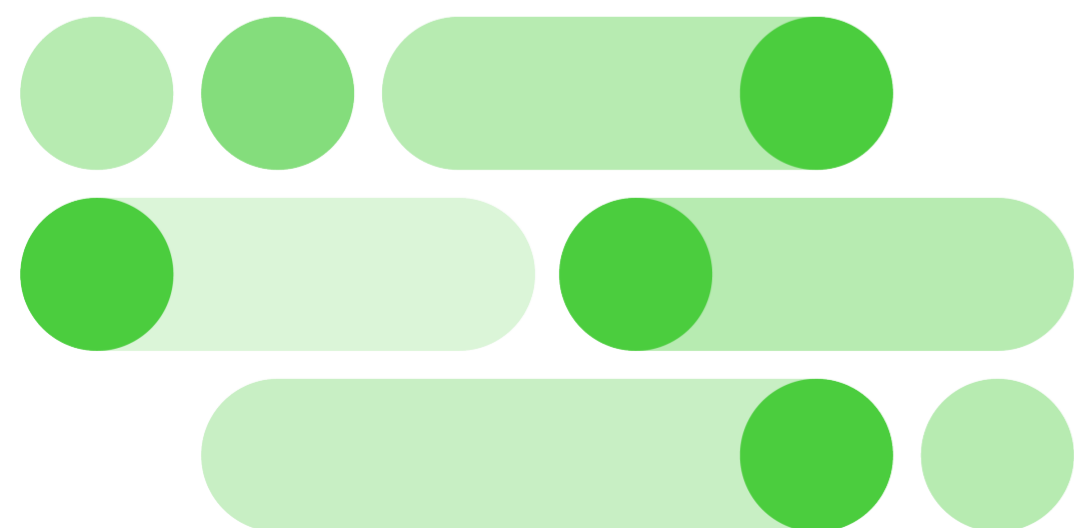
## Deposits are the gateway to lifelong relationships

When you meet a banking customer at the right moment with the right solution, you earn the opportunity to serve the rest of their financial life as their needs evolve.

That’s why targeting teenagers and college students for starter deposit accounts was successful for so long. But that opportunity is not guaranteed with today’s fluid financial lifecycles and ultra-competitive digital landscape where people switch institutions in a matter of mouse clicks. In fact, one report found that 44% of U.S. consumers switched banking providers in 2024 — a clear sign that loyalty is no longer a given<sup>3</sup>

Relying on capturing someone’s initial deposit and sitting back, assuming they will naturally “graduate” to more profitable products over time is too passive. The proactive financial institutions — those with the ability to offer smarter, more timely products — will win the long game.

3. <https://store.mintel.com/report/us-switching-in-financial-services-market-report>



## Is a good mobile experience enough to compete?

Your deposit acquisition might be the best in the business, but it won't matter if the experience breaks down during onboarding, whether on a phone or across a desk.

Fintechs have set the standard for sleek, mobile-first experiences that have set consumer expectations for every financial interaction. Banks and credit unions need to meet that baseline to even compete for deposits, let alone capture and retain them.

But a mobile experience alone is never going to be a competitive advantage. To beat fintechs in the deposit game, banks and credit unions need that seamless experience in the branch, too. That means providing employees with the tools and workflows that make setting up new accounts in person as smooth as it is on a sleek banking app.

Consistency across channels is what keeps the customer relationship moving forward throughout many interactions — whether they take place online or in a branch. This way, you can offer customers the offerings they need through every stage of their financial journey.

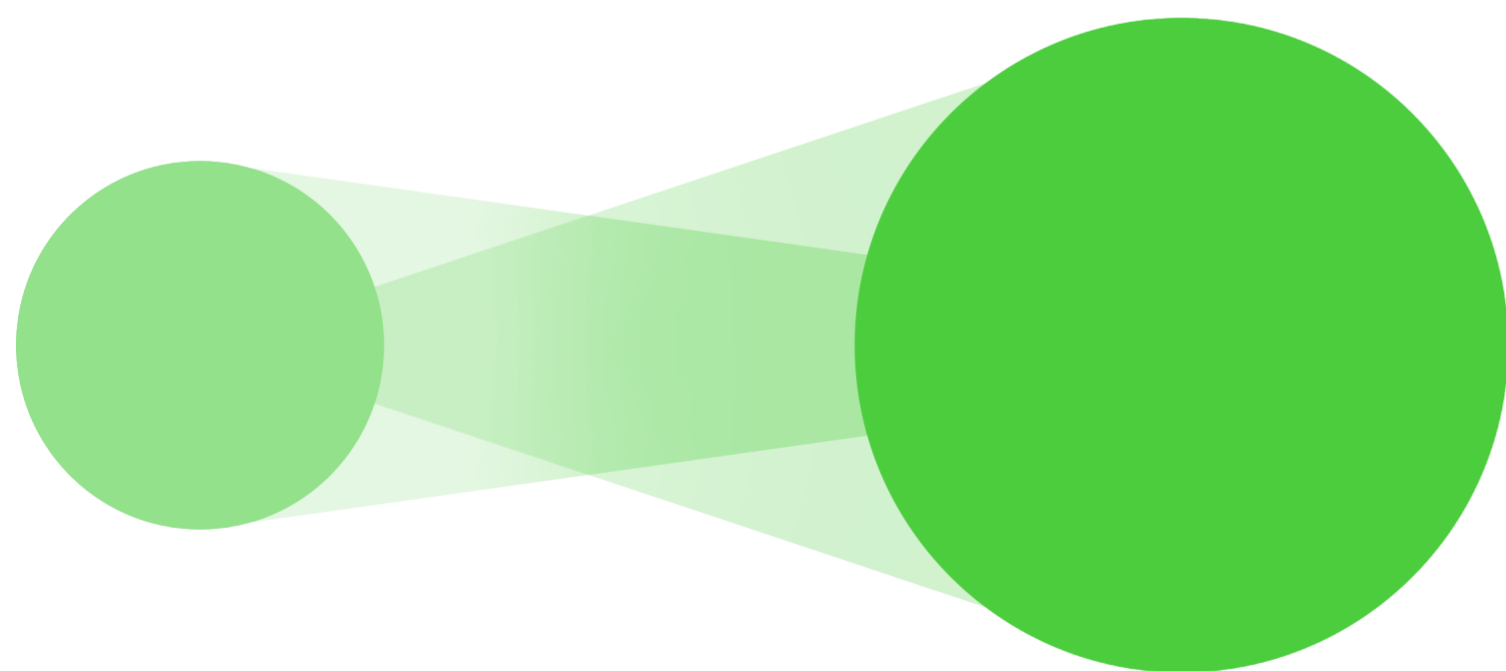


## Intuitive experiences create retention opportunities

While fintechs excel at attracting customers with intuitive experiences, they often struggle with retention because their single-product focus creates natural churn points. When customers outgrow that specific solution, they leave to find something more comprehensive.

Banks and credit unions, on the other hand, can offer a full suite of products tailored to the evolving needs of their customers and members.

But delivering these experiences requires unified deposit and lending technology. This allows you to identify when life-stage moments are happening and respond with timely, targeted offers.



## Growth opportunities mapped to the modern financial journey



### Starting or finishing college

This period often marks the beginning of one's independent financial life, making it the right time to offer savings accounts and entry-level credit cards to help them start managing their own money.

### First job or career change

Whether it's a recent graduate's first "real" job or a mid-career professional's pivot to a new industry, new employment usually creates new banking needs, like direct deposit or higher credit card limits.

### Moving to a new city

Relocation disrupts existing banking relationships, especially for institutions with limited branch networks. New residents tend to research local banking options to make a switch.

### Getting married

Newlywed couples often consolidate their finances by opening joint checking or savings accounts, combining household expenses and applying for joint credit cards.



### Post-home purchase

Buying a home often comes with unexpected expenses or renovation needs. Personal loans can help cover upgrades, furniture or other move-in costs.

### Having children

Starting or expanding a family triggers financial needs like savings accounts for college funds and additional credit for larger living spaces.

### Starting a business

New business owners need business checking accounts, often coupled with lines of credit and business credit cards.

### Nearing retirement:

As retirement age approaches, people tend to consolidate their finances with institutions that can help with both their deposit needs and retirement planning services.

## How to meet customers at the right moment

Because these moments aren't as linear as they once were, the challenge is knowing when they're occurring. Offering your customers products and services at the right time depends on the data you have access to.

In addition to the classic approach of cross-selling during account opening — like offering better cash back for opening a credit card with a new checking account or discounts for enabling autopay — banks and credit unions can also cross-sell to existing customers. This is possible by tapping into transactional data that can reveal important lifestage moments and inform timely lending offers. For example:

**New direct deposit:** Offer a personal loan to help with job transition expenses.

**New rent payment:** Offer a credit card to help manage monthly cash flow.

**Increased spending in business-related categories:** Offer a small business loan to support expansion or working capital needs.

Anticipating your customers needs and delivering relevant solutions at the right time is how financial institutions turn a single account into a long-term, multi-product relationship.

## Progression examples:

**Existing customer starting a small business:** Personal checking account → Business checking account → Business credit card → Equipment financing.

**College graduate entering workforce:** Student checking account → Entry-level credit card → Personal loan for first big purchase.



## Meet every financial life stage with FIS Origination Suite

FIS® Origination Suite's unified platform enables financial institutions to meet customers' evolving financial needs by offering:

**Unified deposit and lending origination:** Origination Suite combines frictionless deposit account opening with a quick, simple lending experience for both consumers and SMBs.

**Built-in, lending-grade fraud screening:** Protect against fraudsters to capture and keep deposits with real-time ID verification, compliance checks and intelligent risk segmentation. Origination Suite's AI adapts its fraud models to prevent fraud before it happens.

**Smarter, faster experiences:** Make onboarding experiences fast and frictionless with pre-filled data, automated approvals and instant account opening.

**Scalable growth:** Origination Suite deploys in weeks and scales in months, accelerating time-to-market by up to 70%.

**Cost savings:** Lower operational expenses by eliminating third-party vendor sprawl and automating origination processes like document verification and risk assessment.

Origination Suite's unified deposits and lending origination help leading financial institutions proactively meet customers with the right financial experiences when they need them most, capitalizing on every life-stage opportunity.

Book a demo to see what  
Origination Suite can do for  
your institution.



## Money at rest. Money in motion. Money at work.™

Our technology powers the global economy across the money lifecycle.



Money  
at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.



Money  
in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.



Money  
at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.

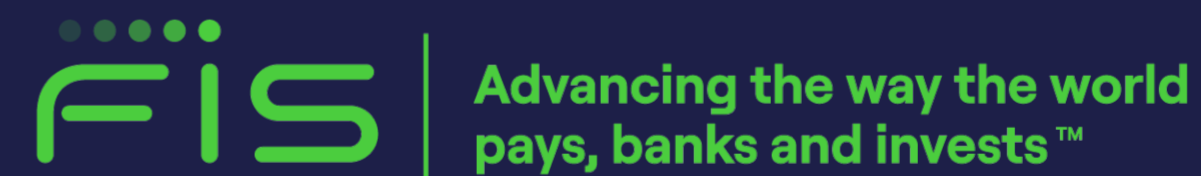
### About FIS

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