Mind the Gap: Uncover the Hidden Opportunity Inside Your Core

A guide to growing wallet share by turning transactional data into competitive advantage

Introduction

Most banks and credit unions are sitting on a goldmine. They just don't realize it. While new account acquisition gets a lot of attention, Bain & Company's loyalty research, summarized in Harvard Business Review, shows that increasing customer retention by 5% can boost profits by 25% to 95% (**Bain & Company**). Yet many institutions have little visibility into what those customers are doing elsewhere. This guide outlines strategies to help community banks and credit unions grow relationships, retain deposits, and capture wallet share—with the help of their own data.

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SECTION 1:

Why Relationship Expansion Matters

The average U.S. consumer now maintains relationships with 5 to 7 financial accounts across different providers, according to MX (**MX**). That means your institution might hold the account—but not the relationship. Customers may use your debit card and still send deposits to a megabank, get a credit card from a fintech, or open a high-yield savings account elsewhere.

Compounding the challenge: Accenture's 2025 Global Banking Consumer Study found that more than half of consumers maintain at least one relationship with a competing bank or credit union, and 11% switched their primary financial institution in the prior year (**Accenture**). That doesn't include silent attrition—when customers move balances without closing accounts. Institutions that fail to expand relationships risk becoming the backup bank.

This dynamic plays out across both consumer and commercial banking. Commercial clients may spread relationships across multiple providers for treasury, lending, and deposits. And for credit unions, member loyalty, while often assumed, is increasingly fragmented across external fintech and bank solutions.

The takeaway?

Strengthening existing relationships is the most effective way to protect them.

SECTION 2:

Find The Leaks

Tactic: Use transaction intelligence to uncover competitor relationships. Customers don't tell you when they open a credit card elsewhere. But they do make payments on it. The same goes for new savings accounts, mortgage transfers, and outgoing ACH deposits. These behaviors leave traces inside your own core data. You just have to know where to look.

McKinsey reports that companies that grow faster derive 40 percent more of their revenue from personalization than slower-growing peers (McKinsey). Yet most institutions aren't tapping into this intelligence.

Here's the challenge: Core systems weren't built for competitive insight. Even when the data exists, most banks and credit unions struggle to make sense of raw transactions. Vendor codes, ACH descriptors, and payment metadata can be inconsistent and difficult to interpret without the right tools. What looks like a generic transfer may actually be a payment to a fintech savings account, a commercial payroll run, or a merchant services deposit.

What to do:

Look for behavioral signals that indicate external relationships.

Your critical revenue signals:

For Commercial Accounts:

- Outgoing deposit transfers
- Merchant services deposits from external providers (e.g., Square, Stripe, Clover)
- Credit card payments to other institutions
- Insurance premium payments
- Loan repayments to external lenders
- Commercial mortgage payments
- Payroll transfers to third-party processors

For Consumer Accounts:

- Outgoing ACH transfers to known competitor routing numbers
- Credit card payments
- Transfers to high-yield savings, investment, or wealth platforms
- Payments to insurance providers
- Consumer loan or mortgage payments

These aren't predictions. They're real-time indicators of money moving out the door.

For institutions without the internal resources to decode these transactions, consider partnering with a vendor that can translate raw payment data into meaningful competitive insights. The more clearly you can see where money is going, the more effectively you can intervene and win it back.

SECTION 3:

Prioritize the Right Opportunities

Tactic: Focus on high-value, high-risk customers. Cross-selling is more effective when it's strategic. Deloitte emphasizes the importance of behavioral segmentation to tailor offers and maximize ROI (Deloitte).

Too often, institutions pitch generic offers to anyone who qualifies, or they rely on next-best-offer engines that are based on probability models—not actual customer behavior. This approach can lead to irrelevant outreach and missed opportunities.

Instead, prioritize areas where your institution already has a strong value proposition. You're more likely to win—and keep—wallet share when you lean into product strengths, whether that's competitive credit cards, high-yield savings, small business checking, or merchant services.

Start by identifying customers who:

- Use products from banks that are acquisition targets (and may be looking to switch)
- Hold high balances but minimal product relationships
- Routinely move funds to external providers

In consumer banking, that might include individuals with consistent outgoing payments to external savings accounts or cards. In commercial banking, it might be businesses using external credit lines, treasury portals, or merchant services.

Credit unions should also factor in engagement breadth: members with multiple product relationships but declining balances or increasing outbound payments may be prime targets for re-engagement.

SECTION 4:

Restructure Your Products to Compete

Tactic: Use competitive intelligence to design products that win. If a customer chooses a fintech for savings or a megabank for credit, it's rarely about loyalty. It's about relevance. Kasasa research shows that consumers are willing to switch institutions when presented with better rewards, convenience, or rates (Kasasa).

Understanding which products your customers are using elsewhere can inform how you structure your own. Do your rewards stack up? Are your savings rates competitive? Are you positioned as a primary provider or a placeholder?

What to do:

- Identify the most common competitor products in use among your customer base
- Evaluate your current product set against those offerings
- Consider changes to rates, rewards, or bundling to increase competitiveness

For credit unions, this may mean modernizing offerings while preserving personal service. For banks focused on commercial relationships, it might mean simplifying onboarding, streamlining treasury services, or creating bundled offers tailored to industry segments.

SECTION 5:

Close the Loop With Targeted Engagement

Tactic: Reach out based on real behaviors, not broad assumptions. Behavioral marketing works. BAI highlights that campaigns tied to real customer activity deliver stronger engagement than static, one-size-fits-all outreach (BAI).

But that only works if you know what your customers are doing. When you can see the moment someone begins transferring funds out or making payments on a new credit card, you can step in with a well-timed message or offer.

Some digital banking platforms, such as Jack Henry's Banno, support this level of targeting, allowing institutions to serve different ads and offers to different users based on behavior or segmentation. This enables highly personalized, real-time cross-selling within the customer experience.

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For consumer banking, this could mean automated email or app campaigns tied to real behavior. For commercial clients, equip relationship managers with intelligence to initiate proactive, personalized conversations.

Conclusion

The good news? You already have the data. You just need to unlock it.

By uncovering which competitors your customers are using, prioritizing the right accounts, and responding in real time, your institution can transform from account holder to relationship owner. That's not just how you stop attrition. It's how you grow.

No modeling. No guesswork.

Just clear, actionable insight to help you win back wallet share, retain at-risk relationships, and drive smarter growth.

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About Revio Insight

Revio Insight helps banks and credit unions detect when customers or members are using competing financial products right from within your core transactional data. Our platform reveals real-time behaviors like: outgoing deposits to fintechs and megabanks, credit card payments to competitors, transfers to external loan, mortgage, insurance, or wealth providers, and commercial merchant services, payroll, and treasury activity outside your institution.

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