

## Northwest Financial Corp. Sees P2P Payment Usage Rise After Joining Zelle Network via Fiserv

*Community bank customers can access person-to-person payments service directly via their checking account*

BROOKFIELD, WI - Northwest Financial Corp. has seen positive results after joining the Zelle Network via [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of payments and financial services technology solutions. Participating in Zelle® has enabled the bank to attract and retain customers with a recognizable and in-demand offering that meets the needs of their varied customer base.

Following the launch of *Zelle* in December 2018, the number of new active person-to-person (P2P) payments users at Northwest Financial has tripled, and transaction volumes have increased 152%. To date, Northwest Financial customers have sent over \$2 million using the service.

Northwest Financial operates a network of community banks and affiliates in Iowa and Nebraska, serving customers through its two bank charters, Northwest Bank and First National Bank in Creston. The banks employ a digital-first strategy to serve customers in both rural and urban communities.

With *Zelle*, Northwest Bank and First National Bank in Creston customers can send money directly from their online banking accounts and mobile banking apps. Recipients typically can access funds in minutes when already enrolled in *Zelle*.

“Community banks play a key role in facilitating access to financial services that make people’s lives easier,” said Greg Post, president, Northwest Financial Corp. “P2P payments fit that description, and the intuitive and consistent user experience of *Zelle* has proven appealing to customers.”

Northwest Financial values both the consistent user experience and increasing brand recognition of *Zelle*, attributes that can help foster user confidence in a rapidly changing and sometimes confusing payments landscape. In addition to steady adoption, the bank has received positive feedback about the service from customers.

“*Zelle* integrates into our online and mobile channels,” said Pam Burch, Director - IT Product & Service Delivery, Northwest Financial Corp. “We wanted to make sure the service was easy to access, because people would be more likely to use it.”

Northwest Financial has actively marketed *Zelle*, leveraging pre-built marketing campaigns from Fiserv that focus on the benefits of the service and appeal to customer’s different lifestyles and ages, to drive further adoption and increased usage. “Consumer demand is continuing to drive the adoption of *Zelle* at financial institutions of all sizes,” said Tom Allanson, division president, Electronic Payments, Fiserv.

“Northwest Financial Corp. is giving their customers the ability to access a service that resonates with them and fits into their daily lives, helping them stand out and attract and retain customers in a competitive market.”

### **About Northwest Financial Corporation**

Northwest Financial Corp. is a family owned organization led by Neal and Dwight Conover and includes two bank charters, Northwest Bank and First National Bank in Creston, and Northwest Wealth Management, LLC. Northwest Financial Corp. believes in their vision statement to positively impact the financial well-being of employees, customers and communities every day, and actively help them to pursue their financial dreams of tomorrow.

### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover™ cloud-based point-of-sale solution. Fiserv is a member of the S&P 500® Index and the FORTUNE® 500, and is among the FORTUNE Magazine World’s Most Admired Companies®. Visit [fiserv.com](https://www.fiserv.com)