



# Live Oak Bank

## Secure & Speedy Branchless Banking



### Auth

Instantly authenticate accounts for ACH without micro-deposits.



### Identity

Use bank data to verify identities and reduce fraud.

### Live Oak Bank relies on Plaid to deliver tech that matches its best-in-class customer service

Security and speed—that's what our bank customers expect. With Plaid's Auth and Identity products, your company's tech can meet the same high standards as your customer service.

In order to best serve its growing numbers of small business and personal banking customers, Live Oak Bank turned to Plaid to address two pressing pain points: security and speed. Conventional security methods simply were not up to Live Oak Bank's high standards, and traditional customer verification processes require up to four days of waiting before a customer can fully utilize their new banking account.

Live Oak's offerings grew rapidly after the bank's chartering in North Carolina in 2008. Initially lending solely to veterinary clinics, the digital bank quickly expanded into 16 different verticals, from hotels to automotive groups. By 2015, Live Oak Bank launched its online personal banking platform, offering CD and savings accounts to consumers nationwide. As Mark Moroz, Director of Deposits, explains, Live Oak Bank relies on its impeccable customer service offerings and robust support line to deliver best-in-class service without brick-and-mortar branches. Priding itself on a zero-automation system, the bank ensures that every single customer call is directly answered by an employee, ready to promptly solve each customer's specific support need.

### Finding alignment in excellence and efficiency

Live Oak Bank's zero-automation system led to a unique issue for the bank. As the bank relied on standard technologies for security protocols and industry-standard account verification processes such as micro-deposits, Live Oak Bank was required to allocate employees to support work; its customer call lines were busy with alerts of attempted fraud and questions about the multi-day waiting period for traditional account verification, par for the course issues for many banks. This simply was not compatible with Live Oak Bank's mission for efficiency and excellence, and the executive team acted quickly on a solution, reaching out to Plaid for partnership. "This is something we didn't want to wait for. We wanted someone who does nothing but think about account aggregation and verification 24/7," says Moroz, seeking a tech approach to match the manner Live Oak Bank obsessively strives to deliver the finest customer service. "We loved the philosophy of Plaid's API-based platform, and after talking to the folks at Plaid—this is a partnership we knew from the beginning was going to be successful."

## Security and speed in less than eight weeks

In less than eight weeks after reaching out to Plaid, Live Oak Bank had taken major steps toward solving both concerns of security and speed. The robust security offerings of Plaid Identity drove a decrease in fraud attempts across Live Oak Bank accounts. And while the time delay of micro-deposit verification caused noticeable customer complaints, Live Oak Bank now offers instantaneous account verification to happy customers with Plaid's Auth. "It's a win-win for both the bank and the customer," says Moroz, as customers begin earning interest on their funds immediately, and Live Oak Bank can start booking money towards loans within a day of receipt. "We now see less customer complaints, and more customer feedback on how smooth and efficient our process is."

*"It 100% percent beat our expectations. Look at your potential and actual losses, and weigh them against the cost of Plaid. Plaid will help you sleep a lot easier at night."*

**-MARK MOROZ, LIVE OAK DIRECTOR OF DEPOSITS**

Watching customer call volume and account fraud attempts decrease, the Live Oak Bank executive team was then able to realize efficiencies in employee allocation, moving staff once saddled with fraud prevention efforts and support line work to more specific customer management and loss prevention efforts. To other banks considering Plaid Auth and Identity products, Moroz offers, "It 100% percent beat our expectations. Look at your potential and actual losses, and weigh them against the cost of Plaid. Plaid will help you sleep a lot easier at night."

Plaid integration allows access to cutting edge technology so that national banks like Live Oak Bank can continually deliver the top-of-the-line service and support that their customers expect.

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Plaid is a technology platform that modernizes banking infrastructure—making it possible to build products that leverage financial data. We focus on lowering the barriers to entry in financial services by making it easier and safer to use financial data. We build beautiful consumer experiences, user-friendly infrastructure, and intelligence tools that give everyone the ability to develop the future of financial services.