

INITIATIVE	Small Business Dashboard and Tap to Pay on iPhone
AWARD	Celent Model Bank 2025 for Customer Centered Innovation in Business Banking
EXECUTIVE SUMMARY	TD Bank built a small business dashboard with helpful data analytics insights and a merchant-focused contactless payment service leveraging native smartphone NFC, card, and digital wallet technology. Aimed at the critical segment of small business customers, the initiative is an example of focused customer research and delivery of valuable solutions for everyday business banking.
KEY BENEFITS	<ul style="list-style-type: none"> • Deeper client relationships with small business banking customers • Increased wallet share for customers using the dashboard • Ten-fold increase in merchant transaction volume • Average payment amount increased
KEY VENDORS	<ul style="list-style-type: none"> • Monit provides the technology to support the Dashboard component, including the cash flow forecasting, benchmarking, and business insights capabilities. • Autobooks supports the "get paid" functionality for Tap to Pay for iPhone. TD credits Autobooks with enabling the bank to be one of the first to launch this ultra convenient touch-less mobile payment solution.
READ MORE	<p>Celent is proud to recognize TD Bank as our 2025 Model Bank for Customer Centered Innovation in Business Banking. The bank took a customer-centric approach to product design that included extensive research to identify specific pain points experienced by their small business clients.</p> <p>Visit Celent.com to learn more about this initiative.</p>