

J.D. Power Launches Mobile App Platform Certification for Banking to Recognize Customer Experience Best PracticesAlkami Technology Becomes First Platform Company to Achieve Certification

TROY, Mich.: 15 July 2024 – J.D. Power, a global leader in data analytics, today announced the J.D. Power Mobile App Platform Certification—BankingSM to recognize mobile app technology platform providers that provide an exceptional mobile app experience.

This exclusive program reflects the commitment and dedication of select technology providers to power banking mobile app experiences that meet exceedingly high consumer expectations. To qualify, technology providers must exceed industry benchmarks across a set of 146 best practices covering all aspects of mobile app development, design and operational functionality and must exceed a voice of the customer benchmark ensuring their end customers view the experience as outstanding.

“The mobile app is a key window through which we experience the lion’s share of consumer experiences in the world of banking, payments and other financial services,” said **Jennifer White, senior director of banking and payments intelligence at J.D. Power**. “Our rigorous certification puts mobile app platform providers through their paces to ensure that they are consistently outperforming industry benchmarks for usability, design, data and analytics capabilities, client relationship and dozens of other factors, while also confirming their end-users are pleased.”

Alkami Technology is the first organization to achieve J.D. Power Mobile App Platform Certification—Banking.

“J.D. Power is a household and industry name synonymous with establishing the standard for excellence in customer satisfaction,” said **Alex Shootman, chief executive officer at Alkami**. “Alkami is honored to be the first digital banking vendor certified by J.D. Power for an outstanding mobile experience, underscoring our commitment to our customers for the same.”

As the first qualification criterion to be included in the certification program, technology providers’ apps must rank among top performers in the most recent J.D. Power North America Mobile App Satisfaction Index.SM Benchmark rankings are based on overall customer satisfaction with the mobile app experience for 259 brands across 11 industries.

In addition, qualifying brands must pass a rigorous evaluation of 146 mobile app experience and operational best practices conducted by J.D. Power. These mobile best practices include, but are not limited to product design and development, end user understanding, vision, client relationship, data and overall mobile app performance.

Once certified, a brand is permitted to market its achievement for 12 months with such marketing tools as a J.D. Power Mobile App Platform Certification—Banking trophy, online

marketing collateral and in-store merchandise displays. Certified brands also will be listed on jdpower.com for consumers to search while shopping.

For additional program information visit

<http://www.jdpower.com/business/resource/mobile-app-certification>.

See the online press release at <http://www.jdpower.com/pr-id/2024082>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto-shopping tool can be found at JDPower.com.

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