



Switch

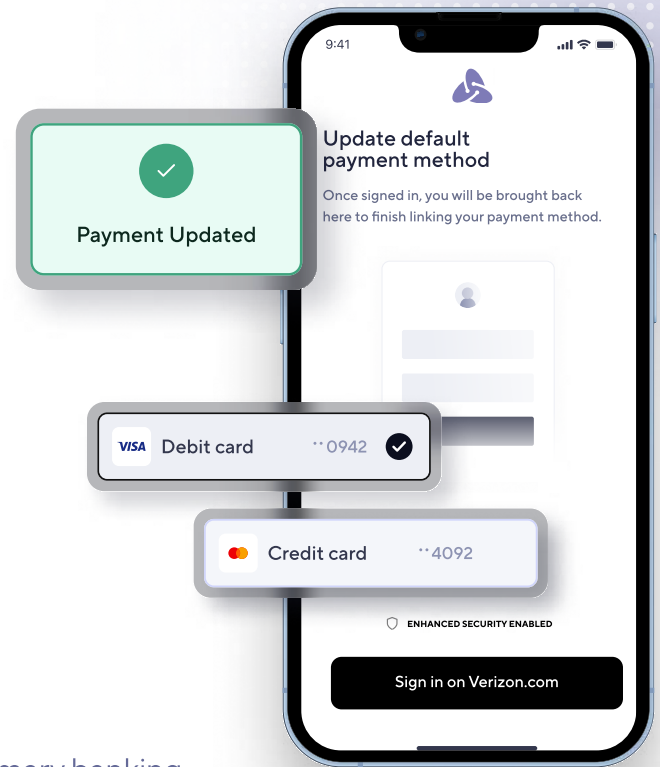
Powered By **PayLink**

# Switch payment methods without sharing credentials

Atomic's Switch streamlines the process of updating card and bank account details for subscription-based payments, making it effortless for both businesses and consumers.

## The Problem

A major friction point for consumers when switching their primary banking relationships is identifying and updating the payment information on file at existing merchants and billers. Many will get overwhelmed with the process and abandon their new account or card resulting in a ghost account or long time between opening and activation.



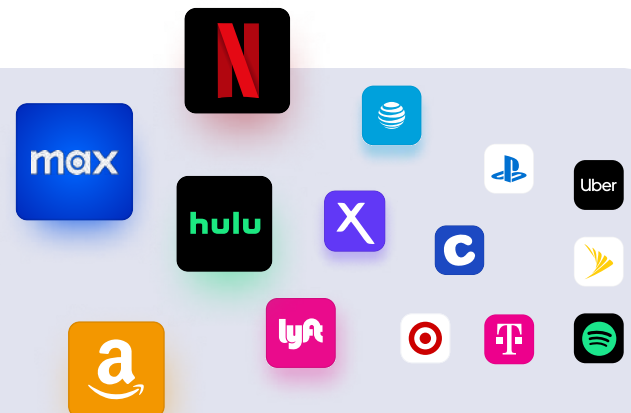
## The Solution

With Atomic's Switch, customers have the convenience of effortlessly updating their old card or ACH information to their new bank details without leaving your mobile banking application. Customers begin by building a checklist of their current billers or merchants and then working through that list with Atomic seamlessly swapping default payment methods on file by authenticating directly to the merchant. Switch keeps track of where they are in the checklist, enabling them to return at any point and pick-up where they left off with updates. This not only enhances the customer experience but also encourages more active bank account utilization from day one.

## Sources Connected

(as of August 2023)

- Netflix
- Amazon
- Apple
- YouTube
- Doordash
- Lyft
- Xfinity
- Spotify
- Audible
- T-Mobile
- Comcast
- Progressive
- Liberty Mutual

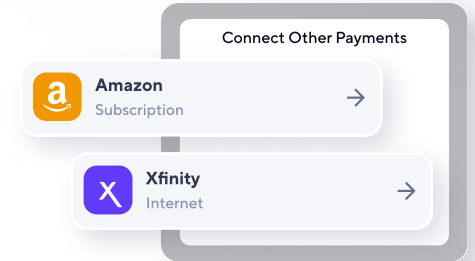
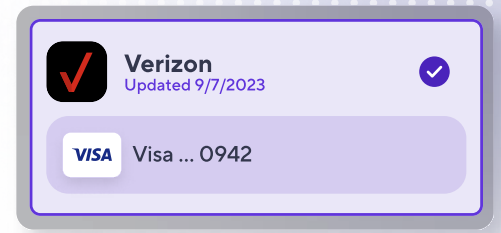


## How you benefit:

- Promote account usage by being the main source for updating payment methods
- More payments on debit cards can boost interchange revenue
- Enhanced user experience promotes account retention

## How your clients benefit:

- Simplified solution to change multiple payments at once
- Confidence knowing subscriptions and bills are being paid from the new account, without any delays in payment
- Easier bank transitions benefit consumers with increased competition between financial institutions



Ready to get started? Reach out here to [book a demo](#) with team Atomic

## Why companies love working with Atomic



### TrueAuth Technology

Share data, not passwords. TrueAuth is the safer, simpler way to authenticate. TrueAuth works by creating a direct connection between the user's device and the service provider to allow for updating card-on-file or ACH payment information. This approach enables users to authenticate faster, smoother, and more securely, with a wider range of authentication options available including biometrics, password keepers, and third-party applications.



### Proven Success

Having built thousands of connections, Atomic is recognized as an industry leader in payroll connectivity with exceptional coverage and conversion. Atomic is working closely with existing financial institutions and fintech partners to understand their specific needs for new payment switching solutions. Atomic's TrueAuth technology combined with our machine learning with SmartAuth, will allow us to build this new product quickly and better than what is in the market today.



### Complete Solution

Atomic stands as the only provider offering a comprehensive switch kit for online account opening, including both direct deposit and payment switching. Utilizing the same SDK, Atomic's Deposit and Switch solutions ensure easy implementation and rapid onboarding. Partnering with Atomic simplifies the innovation process, allowing you to undergo due diligence and the vendor RFP process only once.



### SmartAuth

SmartAuth uses artificial intelligence and machine learning to review merchant integrations immediately, eliminating the need for engineers to update code and end users can enjoy a hassle-free experience without disruption. With SmartAuth's real-time adaptations to changes in service provider sign-in processes, users can enjoy an increased rate of successful authentication.