**First Bank Taps Backbase to Deliver a Seamless, Unified Digital Experience**

*New relationship with Backbase will enable First Bank to innovate its digital offerings at speed and scale*, *driving both top-line growth and bottom-line efficiencies*

**ATLANTA – October 26, 2021 –** First Bank, a leading family-owned bank headquartered in St. Louis, Missouri, announces today that it has teamed up with Engagement Banking technology provider Backbase to rapidly upgrade its end-to-end digital banking experience, in turn positioning the bank for significant ongoing growth.

The partnership will see First Bank adopt Backbase’s Backbase-as-a-Service (BaaS) managed hosting, Digital Sales, Digital Assist and Digital Banking solutions to create a holistic, seamless experience for retail and business banking customers alike – in turn giving First Bank greater control over its speed of innovation and ability to tailor the customer experience. This suite of products will enable First Bank to modernize its banking technology infrastructure, grow its business banking share and harmonize the front-end digital experience for all its customers – whether they’re banking online, over the phone or in-person. Additionally, with the introduction of Digital Assist, front-office teams will be empowered with the tools they need to service customers better, faster and more effectively.

The partnership will also enable First Bank to better manage and orchestrate the end-user journey across all touchpoints on Backbase’s unified Engagement Banking platform. This stands in contrast with the bank’s previous digital infrastructure, in which customers would find themselves needing to manage as many as 14 unique logins to access all of First Bank’s digital features. In addition, Backbase’s out-of-the-box apps, ability to work alongside the bank’s own development team, and integrations with third-party apps will allow First Bank to innovate and customize the end-user journey, as well as rapidly deploy new products and services – all while Backbase handles the infrastructure application, maintenance and security.

Bala Nibhanpudi, Chief Operating and Technology Officer at First Bank, comments: *“As a family-owned, community-oriented financial institution, we place our customers at the heart of everything we do – and after years of patchwork solutions, our digital capabilities just weren’t where we wanted them to be. In Backbase, we have found a provider that will help us streamline and improve our digital architecture, and in turn deliver the modern, intuitive experience all of our customers deserve. At the same time, this relationship will allow us to drive both top-line growth and bottom-line efficiencies, making it a win-win for both our business and our customers.”*

Vincent Bezemer, Senior Vice President of Americas at Backbase, adds: *“We are thrilled First Bank chose us to accelerate their efforts to elevate their customers’ banking experience. We are excited to work with a progressive, forward-thinking team who see us as a trusted advisor, and we’re eager to see their digital transformation vision come to life. As First Bank continues to enhance its digital capabilities, we will be working alongside them to ensure we continuously provide the tools they need to continuously exceed their customers’ expectations.”*

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**About First Bank**

First Bank, a subsidiary of FB Corporation, is one of the largest privately owned banks in the country. As a family-owned business with four generations of independent, single-family ownership, First Bank offers the stability and experience with long-term planning that helps businesses and the communities in which they operate grow and thrive. With more than $6.6 billion in assets and 79 locations throughout California, Missouri and Illinois, First Bank has developed a relationship-driven approach to offer comprehensive solutions for clients in commercial and consumer banking, wealth management, mortgage banking, and more. For information, visit [www.first.bank](https://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.first.bank&esheet=52396520&newsitemid=20210316005767&lan=en-US&anchor=www.first.bank&index=1&md5=d91c1f117fd46ccffd04aaeea1cbf543).

**About Backbase**

Backbase is on a mission to transform the broken banking system, so financial institutions don’t just interact—they engage—with the people they serve.

That’s made possible with the Backbase Engagement Banking Platform—powering all lines of business on a single platform, including Retail, SME & Corporate and Wealth Management. From digital sales to everyday banking, the platform’s entire design focuses on a seamless and captivating experience for both customers and employees.

Industry analysts Forrester, Ovum and Celent continuously recognize Backbase’s front-runner position, and over 120 large financials around the world are powered by the Backbase Engagement Banking Platform—including AIB, Barclays, Banamex, Bank of the Philippine Islands, BNP Paribas, Bremer Bank, Islands, Citibank, Citizens Bank, CheBanca!, Discovery Bank, Greater Bank, HDFC, IDFC First, KeyBank, Lloyds Banking Group, Metrobank, Navy Federal Credit Union, PostFinance, RBC, Société Générale, TPBank, Vantage Bank Texas, Westpac, WSECU and Wildfire CU.

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