

How a Top 10 U.S. Bank Led the Charge on Zelle & RTP

Providing technical insight, product expertise, and architectural design to an early adopter of RTP

DIGITAL PAYMENTS

PAYMENTS ARCHITECTURE

PAYMENTS HUB

RTP

ZELLE

INTRODUCTION

When Zelle and RTP were just being introduced to the retail banking industry, a top 10 U.S. bank wanted to take the opportunity to be an early adopter. Knowing Levvel's expertise in the new payment rails, they wanted to partner with us on architecture, technical design, and business process work. This included specific customer use cases, operational diagrams, and flows to better serve banking customers.

CHALLENGE

The challenge was how to efficiently integrate the third-party service provider when launching Zelle and RTP. Additionally, internal teams needed further alignment in assessing the bank's operational and architectural needs for this new payment rail.

Being an early adopter meant having to:

- Develop product strategy on Zelle and RTP (which was still 1.5 years from launching)
- Predict and research customer use cases and flows
- Modernize legacy systems and integrations

Zelle and RTP were new to the payments space, and the bank was unsure how to best integrate the third-party provider to maximize the freedom they desired for their customer offerings.

APPROACH

Levvel's mission was to focus on the business strategy and operations of these payment rails, and then work on the technical architecture blueprint to implement Zelle and RTP. The strategy work included expertise on use cases and customer journeys, while the technical analysis focused on the development of the technical architecture.

This approach provided the bank with:

- Support driving internal discussions on enterprise technical strategies goals for payments and a hardened plan for implementation
- Technical architecture analysis and iterations for process flows and operational diagrams
- Detailed deliverables of technical process flows and architectural diagrams for each Zelle and RTP use cases, including alignment to a newly implemented payment hub



With our extensive Zelle and RTP expertise, Levvel was able to provide the client with a detailed review of both Zelle and RTP, as well as target state architecture to launch the new payment rails efficiently.

Scott Harkey, Chief Strategy Officer and Head of Payments, Levvel



RESULTS

This top U.S. bank would be one of the first financial institutions to implement Zelle and RTP. With Levvel's help, the bank was able to integrate the third-party vendor into their existing ecosystem and successfully launch these new payment rails.

TEAM SIZE

x2

TIMELINE

8-10 weeks

With this new approach in place, they were able to:



Develop and document an approach for new payments hub



Create architectural blueprint for Zelle and RTP implementations



Launch Zelle and RTP Receive functions



Plan for future implementation of RTP Send persona

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