

# Simmons Bank Launches New Mobile App - October 16, 2019

LITTLE ROCK, Ark. – On Wednesday, Oct. 16, Simmons Bank launched a completely new mobile app, developed in collaboration with Jack Henry's Banno software and led by newly recruited [Alejandro "Alex" Carriles](#), Simmons' executive vice president and chief digital officer. The launch is part of Simmons' Next Generation Bank initiative, a multi-year project that represents a \$100 million technology investment.

The Simmons Bank mobile app provides enhanced speed, bolstered security and heightened customization. Carriles sees these features as first steps to future customer offerings, such as personal finance management (goal and budgeting tools, spending analysis, etc.) and credit and debit card controls.

Carriles' "user-centered design" philosophy was developed during his years at BBVA Compass, where the app he spearheaded as head of Mobile and Online Channels won multiple industry accolades for seven consecutive years.

"This year we will be building a new User Experience Lab right here in Little Rock at Simmons Bank River Market corporate office to help us define future additions to our new mobile app as well as our other digital offerings," said Carriles. "We never want to build something and listen to our customers' feedback after the fact – that is like driving while looking in the rearview mirror. If an app isn't designed with our customers in mind from the beginning, it will always be reacting too late."

Instead of forcing users to upgrade to the new app immediately, they will be invited to do so over a monthlong period, putting customers in control of the process and allowing them to experience the new app at their own pace.

"I am confident that once our customers try the new app with all of its great features and the new user-friendly design, they will be thrilled with the upgrade," Carriles said.

The Simmons Bank Mobile App can be downloaded from the Apple App Store or Google Play Store. Support features and [interactive customer demos](#) are available on the bank's website, while additional details are available at [www.simmonsbank.com/downloadapp](http://www.simmonsbank.com/downloadapp).

## About Simmons Bank

Simmons Bank is an Arkansas state-chartered bank that began as a community bank in 1903. Through the decades, Simmons has developed a full suite of financial products and services designed to meet the needs of individual consumers and business customers alike. Simmons has grown steadily to approximately \$17.9 billion in assets (as of June 30, 2019) and today operates more than 200 branch locations throughout Arkansas, Colorado, Illinois, Kansas, Missouri, Oklahoma, Tennessee and Texas. Simmons is the subsidiary bank for Simmons First National Corporation (NASDAQ: SFNC), a publicly traded bank holding company headquartered in Pine Bluff, Arkansas. For more information, visit <https://simmonsbank.com/>.

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