

# PNC Bank Introduces New Digital Direct Deposit Manager

New PNC Mobile App functionality provides seamless client experience to manage direct deposit preferences

PITTSBURGH, July 8, 2025 /PRNewswire/ -- PNC Bank today announced the launch of a new feature, [PNC Direct Deposit](#), that provides clients with the ability to easily set up direct deposits for payroll, Social Security payments or other regular income, directly from the PNC Mobile app.

"This integrated direct deposit solution is just another example of how PNC is continuously enhancing and improving the client experience," said Alex Overstrom, head of Retail Banking. "By embedding direct deposit functions directly within the mobile app, our clients can seamlessly update and manage their direct deposit preferences without the hassle of filling out paperwork and finding routing and account numbers."

PNC Direct Deposit is an integrated experience offering clients a seamless and streamlined way to update or change their direct deposit preferences with just a few clicks – without the need to fill out forms or make phone calls. This new solution simplifies the traditional process of changing direct deposit preferences by bringing the employer, payroll provider and PNC into a single digital experience. The digital solution also removes the need for manual data entry of account numbers, reducing the risk of user errors and delays in receiving payments.

"Being our customers' primary bank is core to our relationship-oriented strategy, and key to that is making it easy for our customers to manage their direct deposits. What we have seen since rolling out PNC Direct Deposit is that that when we make it seamless for clients to choose PNC as their primary bank, they respond. The momentum has just been incredible," said Overstrom.

All PNC consumer clients have access to PNC Direct Deposit within the PNC Mobile app, for use with a PNC consumer checking or savings account. For more information, please visit <https://www.pnc.com/en/customer-service/direct-deposit.html>.

PNC Bank, N.A., is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit [www.pnc.com](http://www.pnc.com).

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