

Case Study



First National Banking Company

Improving Efficiency, Research Capabilities and the Customer Experience with Integrated Fiserv Solutions

The First National Banking Company sought to improve efficiency by choosing a single vendor whose integrated solutions eliminate the need to access multiple applications to accomplish similar tasks. Fiserv solutions saved time and enhanced customer service.



Focused on the benefits of technology, FNBC was the first bank in Arkansas to adopt check imaging. Yet the bank knew that better integration to Precision® would further improve internal operations and enhance customer experience. In 2008, the bank implemented Director™ for Precision, Business Process Manager for Precision and distributed capture solutions, all from Fiserv. Their prebuilt integration to Precision and Integrated Teller™ for Precision sparked new efficiencies for the bank.

Simplifying Research and Data Access

FNBC had several reasons for selecting Director, including a desire to transition from optical to digital storage, and to simplify image access.

“We previously had one imaging system for document imaging, a second application for research on loan images and a third one for check images,” recalls Michael Burris, CFO and COO. “Instead of logging in to each system separately, now our staff views all Director images right from Precision. It greatly reduced the time to respond to customer queries because our employees just click and the images are there. That was a huge improvement.”



FIRST NATIONAL BANKING COMPANY

Client Profile

Founded in 1912, the First National Banking Company prides itself on being an early adopter of banking technology, both in its own market and among community banks in general. In the early 1990s, the Ash Flat-based bank became the first in Arkansas to implement check imaging, and continues to lead with a robust suite of solutions from Fiserv.

From its main location and 10 branches in northern Arkansas, FNBC provides personalized attention to retail and commercial customers. With \$391 million in assets, the bank successfully markets itself as “Your Key to Community Banking.”

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit www.fiserv.com for a look at what's next, right now.



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Prebuilt Integration Efficiencies

Director is a key piece of FNBC's strategy to improve efficiency by implementing integrated solutions, including teller and branch capture solutions, and workflow-based Business Process Manager.

"Because Business Process Manager and Director talk to each other, we can collect an electronic signature at account opening, and the only paper we print is what we hand to customers. Plus, we no longer spend time indexing documents," says Burris. "Business Process Manager is a pretty powerful tool."

In addition, teller items such as checks and teller tickets are scanned and stored as images in Director. The images then link to transactions in Integrated Teller and account information in Precision. With virtual tickets, FNBC significantly reduced paper items at the teller line, and scanning checks sped up transaction time.

"The actual window transaction time was cut in half, giving our tellers more time to talk with customers about other bank products and to continue to build those relationships," Burris notes. "As an added benefit, transactions automatically proof and balance, so we've eliminated proof and improved the customer experience."

FNBC also eliminated internal couriers driving between branches, saving about \$50,000 annually. If the bank needs to send paper to another location, they send a weekly shipment.

"Overall, our technology from Fiserv keeps us efficient and flexible, so we can do anything we want with it," adds Burris.

Challenge

Saddled with multiple third-party imaging solutions, staff at the First National Banking Company had to log in to three different systems to complete some research tasks. Managing multiple vendor relationships presented an additional challenge for the bank.

Solution

FNBC implemented Director for Precision, as well as front and back counter capture solutions from Fiserv, to reduce the amount of time spent on manual tasks and improve the customer experience. In doing so, FNBC eliminated two vendors.

Proof Points

FNBC has benefited greatly from the prebuilt integration between Precision, Director, Integrated Teller, Business Process Manager and capture solutions. Results include:

- Employees now have one-stop access to all images, including checks and loans, instead of logging in to multiple applications
- Customer transaction time at the teller line has been cut in half
- Increased opportunities for cross-selling
- Automated proof and balancing
- Fewer paper items to handle and index
- Elimination of four internal couriers, saving the bank nearly \$50,000 annually

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For more information about the Precision bank platform from Fiserv, call 800-872-7882 or contact your account manager.