

Case Study



Union Bank, Inc.

Outsourced Precision® from Fiserv Provides Ease of Use and Efficiencies

With a history of outsourcing account processing, Union Bank understood the many benefits of this delivery option. When the bank's leaders learned they could achieve greater flexibility, integration and support from Fiserv, they seized the opportunity to move forward.



In 2004, Union Bank had been with its account processor for several years, but according to CFO Tammy Waggoner, the organization was open to carefully evaluating other outsourced solutions. Bank leaders spent a year researching their options, and during that process, visited a Fiserv client and the Precision data center.

The team at Union Bank selected Fiserv and the Precision bank platform based on functionality and affordability, strong client references, positive interaction with Fiserv staff, and the additional services they could offer their customers.

Efficiency and Agility

Since its 2006 conversion, the bank has taken advantage of Precision's ease of use, gaining new efficiency and business agility. "Prior to Precision, it could take a couple weeks to complete a parameter change, such as adding a new type of checking account. Now, we can make changes and see immediate results," says Waggoner.

Staff can now concentrate on building customer relationships rather than managing technology. "We don't want to have to worry about batch and accrual and all the technical things. The Precision solution enables us to focus on customer service," adds Waggoner. She also likes



Client Profile

Founded in 1947, Union Bank has a rich history in northern West Virginia, where it has acquired several well-established banks, including some in business for more than a century. The \$182-million financial institution has also expanded its market by acquiring branches from larger institutions.

Serving Middlebourne and seven other communities, Union Bank is committed to delivering the latest banking technology while building long-term customer relationships and providing hometown, personal service. Union Bank is locally owned by Hometown Bancshares, Inc.

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how easily they can use Precision to generate reports for examiners and create special reports.

Just six weeks after Union Bank's initial conversion to Precision, it acquired four branch offices. Waggoner was impressed with the way Fiserv worked closely with Union Bank to convert those branches, as well as another bank acquired the following year.

Support, Training and Integration

Bank employees with software questions rely on the Precision data center team for assistance. "We really like working with the individuals in client support. They respond quickly and know how to answer our questions," notes Waggoner, who also values the educational opportunities Fiserv provides. "A couple years ago, we had a Precision operational review, which was quite beneficial in improving our processes and procedures. The online release training also helps our staff stay on top of the latest enhancements."

Outsourcing additional Fiserv solutions such as Director, Integrated Teller, Deposit Platform, Internet Banking, email and Internet services has also contributed to the bank's success. Waggoner says, "Integration has been a great time and money saver for us, which decreases our data processing costs overall."

Given the convenience, efficiencies and cost savings with Precision outsourcing, the team at Union Bank is pleased with its decision to partner with Fiserv, and has recently extended that relationship. "We are very happy and have renewed our contract," adds Waggoner.

Opportunity

Exploring other outsourced solutions, Union Bank discovered the efficiencies offered by the Precision bank platform and data center.

Solution

Compared with the bank's previous system, outsourced Precision offered greater functionality, flexibility and support, along with more integration and cost savings. Strong references from Precision clients, as well as relationships developed with Fiserv staff, reinforced the bank's decision to select Fiserv.

Proof Points

Union Bank realizes many benefits by outsourcing the Precision bank platform:

- More efficient processes, because the software is flexible, easy to use and provides immediate access to data
- Time savings that allow staff to focus on customers instead of technology
- Ability to offer additional services to customers
- Increased business agility
- Decreased data processing costs
- Integration with other Fiserv solutions that helps streamline processes
- Excellent service provided by the knowledgeable Precision data center support team

Connect With Us

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