

Case Study



The First National Bank of Talladega

Attracting and Retaining Customers with Business Process Manager for Precision®

Account opening at First National Bank of Talladega was a cumbersome, manual process. Partnering with Fiserv, the bank found an efficient solution that generates new business through referrals and promotes more services to current customers.



First National Bank knew its account opening process was outdated. Modernizing this task was one of the bank's goals when First National adopted the Precision bank platform and Business Process Manager in March 2008.

"The entire Fiserv suite of solutions impressed us," says President and CEO Tim Hackney, "specifically, the flexibility of Business Process Manager and the ability to create workflows that worked for us. Those features made the decision easy."

According to Technology Officer Chip Moore, the bank enjoyed an influx of new accounts as customers experienced the benefits of Precision and Business Process Manager. "Once customers saw that we had the technology and products they were looking for, we were able to bring more of their business in," he says. In particular, the ability to sign up for multiple services at account opening impressed customers, who generated referrals.

Across-the-Board Benefits

Business Process Manager has helped First National with more than new accounts. "The ease of updating forms as new regulations are implemented has greatly cut our costs, while allowing us to stay compliant," Hackney explains. The workflows in Business Process Manager



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Client Profile

Founded in 1848, First National Bank in Talladega is the oldest continuously operating bank in Alabama. The bank first expanded in 1969, when it opened a full-service branch in Lincoln. Today it also has a drive-through facility in Talladega and a branch in Munford.

An independently owned and operated community bank, First National has nearly \$400 million in assets and regularly receives high marks from bank-rating services. The bank's employees are active in charitable projects in the community, including Cash for the Classroom, which helps local schools.

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have created a more efficient operation too. When the bank adds a new product or service, it holds online training for customer service representatives right at their desks. "This worked very well with the Reg E changes in 2010," says Moore, "and we have also used it successfully with Internet banking and e-statement campaigns."

First National also uses the solution to track where its customers are coming from. The bank discovered that more than 70 percent of new customers were referrals, and less than 1 percent came from Yellow Pages advertising. So First National reallocated some of its advertising budget to thank current customers for their referrals.

Improved Service

Business Process Manager benefits customers through timely information and improved service. Prompts in the solution's workflows remind CSRs to tell customers about other services the bank offers. For instance, since implementing a prompt to ask customers about signing up for e-statements, the number of customers who have chosen the convenience of e-statements has increased significantly.

Using Business Process Manager, CSRs can immediately take care of customer requests, such as check reorders, without making customers fill out more forms. In addition, the solution has virtually eliminated mistakes, such as losing track of requests from customers who need help quickly.

"We have customers stick their head in an office and say, 'Can you reorder checks for me?'" says Moore. "And before that customer is in their car, the order is already submitted and in the queue to be printed."

Challenge

First National Bank's account opening process was previously performed entirely on paper. The bank needed a solution that would modernize the process and flow data into its core processing applications.

Solution

The bank chose Business Process Manager, a fully customizable platform automation solution. The workflows enable financial institutions to redefine the account opening process, along with many other customer service and interoffice tasks. Since the solution is integrated with Precision, Business Process Manager automatically flows data captured by CSRs into Precision applications. First National tailored the workflows to speed up routine processes and track customer trends.

Proof Points

Deploying Business Process Manager has brought many benefits to First National and its customers. The solution has helped the bank to accomplish the following:

- Provide more complete, accurate customer service
- Trim operating costs
- Keep customers well informed about products and services
- Grow its customer base through referrals
- Update forms and stay compliant with federal regulations
- Educate staff about new products, services and business workflows

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