



# DELIVERING RESULTS

AVERAGE ACCOUNT  
BALANCES INCREASED

3X

DEBIT CARD  
USAGE UP

92%

eSTATEMENT  
USAGE UP

10x

OVER PREVIOUS FIGURES

\$230

INCREASE IN  
ANNUAL ACCOUNT  
PROFITABILITY

## FACING CHALLENGES

Capital Bank needed a compelling way to increase customer profitability, improve satisfaction, and distinguish itself from its competition. They understood that new product offerings were necessary to make this happen; but, unfortunately, the third-party, rewards-based checking solution they were using wasn't producing the desired results, nor did it offer the flexibility required to achieve their objectives.

## BANK PROFILE

Capital Bank, headquartered in Miami, FL, is a consistently profitable, nationally chartered commercial bank operating 163 branches in Florida, North Carolina, South Carolina, Tennessee, and Virginia. Capital Bank's mission is to provide customers with a wide range of value-added financial solutions – from commercial and consumer loans and deposit products to ancillary financial services – as well as deliver strong and consistent returns for shareholders.

## PROVIDING SOLUTIONS

Capital Bank decided that they needed to avoid pre-packaged solutions in order to meet their specific needs. They decided to migrate to the Account360™ relationship product and pricing platform. Through its simple-to-use and highly customizable capabilities, Account360 enabled them to develop the dynamically priced relationship banking programs needed to achieve the results they were seeking.

They identified and leveraged actionable insights through data delivered by Account360 and, ultimately, more effectively targeted specific customer segments for their new and redesigned products.

For example, Capital Bank identified their CashBack Checking account as having a lower-than-average debit card transaction size. This insight, revealed through Account360, allowed the Bank to introduce an additional reward tier which encouraged higher debit transaction size which, in turn, significantly increased overall profitability of the account. By bringing together the analytics and powerful rewards capability of Account360, Capital Bank enhanced the customer experience – and the bottom line. Capital Bank also used Account360 to automate operations activities, such as establishing and monitoring waivers on employee accounts, as well as establishing limited-time special pricing during M&A, that were previously handled manually.

Account360 made all of Capital Bank's necessary adjustments automatically – saving time and money, while also improving efficiency.

*“Account360 allows us to offer appealing products that can set us apart and attract prospective customers, and allows us to deepen our relationship with existing customers.”*

# POWERFUL INSIGHTS. PROFITABLE OUTCOMES.

Taking advantage of the full spectrum of customer data with Account360™ made a powerful, positive impact on Capital Bank, leading to a profitable increase in key categories.

REWARDS CUSTOMERS	vs.	NON-REWARDS CUSTOMERS
12 years	CUSTOMER RETENTION	6 years
5	SERVICES PER RELATIONSHIP	1.8
5	RATIO OF ACCOUNTS SOLD	1

LIFETIME CUSTOMER VALUE:  Increased by **\$2,507**

*“When we want to introduce a new product, Account360 is our first step.”*

## REVENUE DRIVERS

**53%** DROP IN NSF FEES

**4x** INCREASE IN DEBIT INCOME

**8x** INCREASE IN SERVICE CHARGE REVENUE

**64%** DROP IN PAPER TRANSACTION COSTS

MONTHLY ACCOUNT PROFITABILITY:  Increased by **\$19**

Overall, Capital Bank experienced the following benefits after implementing Account360:

- More stable and higher-value customer base as indicated by the increase in balances and lower NSF fees
- Increase in service charge revenue shows customers are willing to pay for value-added services
- Reduction in paper transaction costs combined with e-statement, debit transaction, and online banking growth shows customers are more engaged with lower-cost, self-service channels

Account360 is a cloud-based relationship product and pricing platform that enables you to fully leverage financial institution data across your spectrum of customers to create actionable insights, empowering you to design and deliver dynamically priced relationship banking products that influence customer behaviors to drive increased revenue.

LEARN MORE ABOUT  
ACCOUNT**360** 

Call (855) 717-6677

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