

DELIVERING RESULTS

NEARLY

6%

OF TARGET CUSTOMERS
NEWLY ACTIVE

9.47%

DECREASE IN
IN-BRANCH CHECK
DEPOSITS

\$493.95

MONTHLY EXPENSE
REDUCTION

35%

INCREASE OF MOBILE
APP DOWNLOADS

FACING CHALLENGES

Town and Country Bank was seeking a way to further reduce customer service costs while continuing to maintain a high level of customer satisfaction and retention. It knew that electronic services were key to achieving this and specifically wanted to encourage adoption of electronic deposits.

The bank needed a solution that would allow it to easily identify the appropriate customers who were not conducting deposit transactions electronically and determine the right offer to drive adoption.

BANK PROFILE

Town and Country Bank is a community bank headquartered in Springfield, Illinois. It has pioneered banking innovation since 1962, when it introduced cash dispensers that predated ATMs and offered Saturday banking hours and drive-through lanes long before it was the norm. Today, with \$500 million in assets, the bank serves central and western Illinois through a network of 12 branches, providing services ranging from a basic savings accounts to sophisticated commercial lending solutions.

PROVIDING SOLUTIONS

Town and Country Bank knew that encouraging automated deposits over costly, manual in-branch deposit processes would be a win/win – the bank reduces expenses while providing customers the convenience they desire.

The Jack Henry & Associates, Inc.® product, Relationship 360™, powered by Saylent, was the only solution that could enable the bank to segment and analyze its customer base to identify appropriate customers while integrating with the bank's core system. As a result, the bank could seamlessly and electronically manage its cross-channel marketing campaign and gather real-time results.

Using Relationship 360, Saylent identified checking account holders that made in-branch check deposit transactions and no ATM or mobile deposits. Saylent worked closely with the bank to develop a tiered cash back incentive offer to drive that target group to adopt electronic deposits.

The offer was easy and appealing. Customers who made one mobile or ATM deposit of \$50 or more over the campaign period would receive a \$5 reward. If customers made two such deposits, they would receive \$15 cash back. Finally, customers who made three deposits would receive \$30. Saylent recommended and implemented a deployment schedule that combined direct mail and staggered email outreach.

By having Saylent manage the campaign, the bank was able to focus on its regular day-to-day business.

"The campaign period was the highest number of mobile app downloads we've had in over a year. My operations department actually thought something was wrong because we experienced such a jump in downloads. I let them know it was our highly successful marketing campaign driving these great results!" – Julia C. Frevert, AVP, Marketing Director, Town and Country Bank

POWERFUL INSIGHTS. PROFITABLE OUTCOMES.

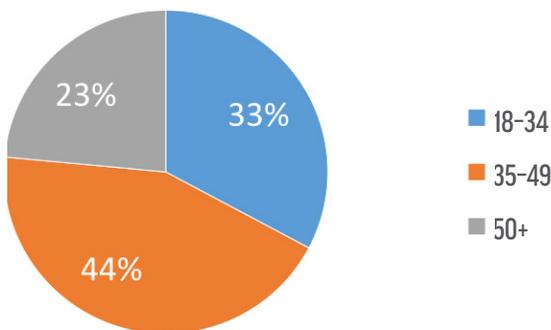
Town and Country Bank achieves better service and bigger bottom-line results by relying on Saylent's turnkey marketing program run through Relationship 360.

IN-BRANCH CHECK DEPOSIT EXPENSES

TIME PERIOD	ESTIMATED EXPENSE REDUCTION
1 MONTH	\$493.95
12 MONTH	\$5,927.40
18 MONTH	\$8,891.10

ESTIMATED ANNUAL COST SAVINGS: **\$5,927.40**

REWARD-QUALIFIED CUSTOMERS BY AGE GROUP



Town and Country Bank achieved significant results. Compared to the month prior to the campaign, the bank attained a 35% lift in downloads of its mobile app – the highest number of downloads per month in 17 months.

Almost 6% of customers targeted completed mobile and ATM deposits, with 4.91% of the target group qualifying for a reward. Of those who qualified, 33% were Millennials, 44% were ages 35-49 and 23% were 50+, signifying that the campaign resonated with all age groups.

Thanks to Relationship 360 and Saylent's turnkey marketing program, the bank's in-branch check deposits decreased by 9.47% within 30 days, reducing its monthly expense by \$493.95. In 18 months, the bank should achieve an \$8,891.10 expense reduction, equating to an 89% return on the bank's campaign investment.

Relationship 360, offered through a strategic partnership with Jack Henry & Associates and Saylent Technologies, supports rewards programs based on holistic customer relationships and behaviors. Sophisticated and automated analytics deliver accurate customer insights on transaction behavior and payment patterns, and objectively, quickly, and accurately measure the impact of each rewards program. The system supports the entire customer relationship including loans, CDs, deposit accounts, and non-traditional accounts.

LEARN MORE ABOUT

Relationship**360**[™]

Call (855) 717-6677

Visit saylent.com/partners/jack-henry

