

Community Trust Bank, Irvington, enjoys knowing they are offering a checking account with the added benefits their customers value, while increasing fee income.



ECONOCHECK
Enhance Relationships. Build Revenue.

As I member of the CBAI and CBSC board, I had the opportunity to see Econocheck's presentation. Since it had been several years since we reviewed our retail checking lineup, the presentation interested me with the value it offered, especially the credit monitoring and cell phone protection benefits. With today's world, I was very attracted to an account that could offer services that account holders of all ages pay for today.

As we made the decision to launch Secure Checking, we first allowed employees to use the program. Initially the employees were concerned about offering a checking account with a service charge. After they experienced all the value the account offers, they love it.

We first launched Secure Checking in our branches for new customers, then migrated our existing account holders. In essence, "ripping the band-aid off" of our old lineup allowed us to offer our best account to all of our customers. Since I would not categorize us as excellent marketers and sales people, starting from scratch would not have been nearly as successful for our customers or for our bank. As an added bonus, we weeded out some accounts that needed pruning and better positioned people into the accounts they needed to be in.

We made the decision to offer our current customers the opportunity to easily have our best value account. Since our employees were able to access the account benefits prior to launch, when customers called with questions we were able to explain the value, and it virtually sold itself. From seniors to Millennials, the value of this account allows us to better service our customers. Customers are very satisfied. We do have a fallback account for those customers who have multiple accounts, etc.

On a personal note, I found the travel discounts were also great and easy to use. Recently I needed to rent a car. My son-in-law used to work for a car rental company and both he and I looked up rental rates. With my Secure Checking account, I was able to book rates that were discounted even more than my son-in-law's connections. Plus, it was so easy to book.

Customers are satisfied, and we are enjoying the knowledge that we offer one of the best checking accounts in town while increasing our fee income.

**Sheila Burcham, President/CEO
Community Trust Bank, Irvington**

A CBAI preferred partner, Econocheck provides CBAI members with exceptional service, training and special discounts. For more information, contact Jeff Phillips, regional sales manager at 312.343.2752 or by e-mail at jeff@econocheck.com.

