

Harland Clarke ClickSWITCH Webcast 09/16/15
Hassle-Free Automated Account Switching
TRANSCRIPT

Presenter: Will Shaw, Key Account Executive, Harland Clarke

Presenter: Dan Johnston, Vice President of Sales, ClickSWITCH

Matt: Good day, and welcome to the webinar. Today's topic is ClickSWITCH, Hassle-Free Automated Account Switching. This webinar is being recorded and will be provided to you, along with the presentation recording and deck, within a few days. I will now turn the call over to Will Shaw, Key Account Executive with Harland Clarke. Mr. Shaw you have the call.

Will: Good afternoon and welcome, everyone, to our webinar this afternoon. We're going to be talking about one of Harland Clarke's newest and hottest solutions that we have right now, our ClickSWITCH product. ClickSWITCH is a new automated platform that will allow you to switch your new customers' or members' households immediately through ACH direct deposit into your financial institution improving that relationship almost immediately.

What we're going to do today is briefly go over the solution, get into a demonstration and my counterpart and partner Dan Johnston will be going over that presentation. We will have a Q & A session here. We have muted the phone lessons. If you have any questions, please use the chat to type anything in and we will be sure to get to those questions throughout the presentation. Again, this will be recorded so you will have access to it.

ClickSWITCH; as I stated early, it is an automated portal designed to be used through – it is a SAS-based product that can be accessed online. It really is the most advanced portal in the marketplace as it currently exists. What we are able to do using ClickSWITCH – we're able to provide a fast secure way to transfer those direct deposits and automated payments from your customers' and members' previous financial institutions to yours within a period of roughly 15 days making the process seamless and timely. You get to establish that relationship early and often. We've been able to use this portal and get this process down to a matter of about 10 minutes. The part that's so scalable, it can be implemented in both small and large institutions. It is extremely scalable as a software product. Most importantly, it's simple. We can install and have this product up and running up in less than 30 days with an account manager walking you through the process, being able to customize the product for your household customers and members. There's also a secure platform. We do have our soft audits completed so there should be no issues with IT either.

Where does this product come from? What is the need in the marketplace? Roughly, at any given time, 20% of the United States market for household customers or members is looking to change financial institutions for whatever reason. Of that number, roughly 60% of those folks won't make a move because it's too much of a hassle to switch their financial institutions. They have those automated payments or direct deposits established and it's really what's been tying them to their FI. If they had an easier way to move those payments over, they would be happy to move to a different financial institution if they were able to in a timely, easy, hassle-free manner. ClickSWITCH here allows us to do that and allows us to switch their accounts over in a timely fashion and enables them to move financial institutions. Once they do move financial institutions, roughly about half of your households you've opened up for brand new will take no action with that brand new checking account. It will just sit there in dormant status. Using ClickSWITCH as your new onboarding process will allow those new households to establish that relationship almost immediately so they can form that account and be an active customer member of your financial institution.

The benefits of the product – using this product we can access and move our direct deposit or ACH payments using a mobile device, through the customer or member's home, or it can be done in the retail branch. It is extremely versatile. We're also able to utilize their previous financial institution's online banking portal to track down whatever payments they have an immediately switching everything over bringing that process down to roughly 10 minutes. We'll also be able to try and pull down that account at their previous financial institution ensuring that we have that relationship that we've established in any open new account.

This infographic really describes the process. If we look at the top half of this slid, we can see how the process is as it exists today using the paper switch forms we have on our website or doing it entirely manually driven by our members or our customers. When they move to a new financial institution, they have to track down all of their payments, their electric bill, their cable bill, their mortgage, they have to make phone calls, track everything, see when everything gets switched over and keep tabs on it. It can take a very long time to get accomplished. With ClickSWITCH, it's really as simple as signing up at your new financial institution, getting a SwitchTrack code, logging into the system, and switching everything in a manner of minutes, utilizing a database of our system's billers that we have established.

Coming to a review here, it really is just a matter of getting a SwitchTrack code and logging into a portal that you'll be able to provide your customers and members. They'll be able to, in that portal, get everything switched over or your MSRs or personal bankers will absolutely be able to do the same thing and walk

your new customer or member through the process. We can try and get that account closed through your previous financial institution. We can keep them apprised of the status of those switches. There's no need to track anything down. That means that I think we're going to turn everything over to Dan Johnston and Dan will drive our demo from here.

Dan:

Thank you very much Will and thanks Matt for the introduction. As Will mentioned, my name is Dan Johnston. I'm the Vice President of Sales for ClickSWITCH and will be leading the tutorial of ClickSWITCH for today. As Will mentioned, ClickSWITCH is an automated web-based solution to assist your new account holders with a hassle-free way to get all of their transactions switched over, those direct deposits and those recurring payments. We'll be using Harland Clarke as our financial institution for today. As you can see within this ClickSWITCH portal, this is completely customizable for each institution. It will be branded to have the same look and feel as your home banking website.

Will mentioned that ClickSWITCH can be utilized in two different environments. One is a concierge service level where an individual would walk into a branch. That banker would open up those new accounts for that new account holder. The second step in that onboarding process is that banker would generate a SwitchTrack code and enroll that customer into ClickSWITCH. Once they are enrolled into ClickSWITCH, that banker then has the ability to, while in the branch as an in-branch experience, help get their direct deposit set up and all of their recurring payments transferred over to those new accounts that they've set up at your financial institution.

When that individual leaves the branch that day, you've not only just gained a new customer, but you've gained that primary account holder as you have that share of the wallet. At the same time that customer, as they have been enrolled in ClickSWITCH, will be issued a SwitchTrack code. That SwitchTrack code is a unique identifier that ties that individual to the switch process. That individual is then able to go home and log into the URL that is specifically set up for your financial institution, enter that SwitchTrack code, and pick up right where they left off with that banker or begin the process on their own from home. Since it is completely mobile optimized, they are able to complete their switch utilizing ClickSWITCH through any mobile device, tablet, personal computer, or anywhere the web is accessible.

What I will do is take you through a tutorial today and show you the two different environments in which ClickSWITCH can be used. We'll go ahead and use Betty the banker as our example today of that new customer that has walked into Harland Clarke bank and I will act as that banker to help Betty get everything switched over. Each one of your bankers will have their own logging

credential to get into the ClickSWITCH portal, and once inside the ClickSWITCH portal, they will be able to access the Admin portal.

Inside the Admin portal there are different tabs over here on the left hand side, each one having different functionality. The Site tab is where ClickSWITCH is built. After ClickSWITCH is built, you then have the ability to customize it yourself; anytime you want to change out a logo, change out color schemes, or add or delete internal users to your financial institution. Maybe you've had a transition and a new banker comes on board you are able to automatically get that banker set up with their ClickSWITCH username and password.

There are also the Switches tab and the Reports tab. These are different reporting capabilities that are included inside of the ClickSWITCH portal. As I mentioned at the beginning, ClickSWITCH is most efficient and effective when it becomes a part of that onboarding experience. Every time an individual comes in and opens up an account, you will enroll that individual into ClickSWITCH and generate a SwitchTrack code for them. That way at the end of the month, for example, you opened up 5,000 checking accounts in a month and you issued 5,000 SwitchTrack codes. At the end of that month you're able to use those reporting tools to run all sorts of analytical data. You can see of those 5,000 SwitchTrack codes that you issued how many of those have been activated or used and of those used who has their direct deposit set up, who sent out an account closure form, who has taken those necessary steps to make sure that you're not just gaining a new account holder, but you're gaining a primary account holder and you gain that share of wallet. You can even run a report that shows which banker at which branch is being most efficient in generating those SwitchTrack codes. A lot of powerful information is able to be pulled from the reporting features when ClickSWITCH becomes a part of your everyday activity.

What I will do now is actually take you through the tutorial. Let's say for example Betty the banker came in and opened up a new checking and savings account with me here today. What I would do after those accounts have been opened, I would use my own credentials as Betty's banker to get into the Admin portal, click on Customer, and click on Enroll Customer. ClickSWITCH can be used as a standalone product. That means we don't have to tie into your forms, we don't have to tie in to your online banking system, and doing so we can have you live within a 30 day implementation period. During that implementation period, really the first two weeks your implementation team for ClickSWITCH will actually build your portal. The second two weeks are set up for training. Then we leave the last two weeks open in order to make sure that your employees become comfortable with ClickSWITCH and are ready to go live with it.

What I'll do is show this as a standalone product. I'll go ahead and enter this information that is needed in order to generate the ClickSWITCH track code. The email address would be the first thing so if we typed in BettytheBanker@gmail.com as her username, type in her first and last name. If she's opened a secondary account, we can enter that joint account checkbox and enter that secondary account holder's name. After her name has been entered, we'll enter that primary mailing address, city, state, and zip, allowing email alerts, we'll enter the telephone number, what branch this is occurring at, what account type that they've opened. We'll open up that checking account first and we'll enter that account number as it appears at the bottom of the checkbook. After we enroll Betty into ClickSWITCH, it will take us to a Manage Customer screen where it issues a SwitchTrack code. The SwitchTrack code now is the unique identifier to tie Betty to the Switch process. Here's the information that was entered in order to generate it. Now that Betty has been enrolled into ClickSWITCH, she will be receiving a welcome email welcoming her to ClickSWITCH with all the instructions how she can complete the process on her own from home. It will have a Click through link where they can click on that link and it provides instructions on how they can go through the entire process on their own from home.

During our training, one of the things that ClickSWITCH really instructs your bankers to do after they've enrolled that customer into ClickSWITCH is to simply ask, "Do you have 10 additional minutes. If so, here at Harland Clarke bank we're able to go ahead and get your direct deposit set up so you don't have to go to your HR office. We can also get your recurring payments transferred over so you don't have to find the forms that are needed by your billers, manually fill them out, go the post office, or find a telephone number and sit on hold for 15 minutes. Would you like us just to accomplish all this here for you today?" If that customer says yes, then what we will do is assign them an esignature. We can type in that customer's name, save it, and this will be the esignature that is now data dropped onto that direct deposit authorization form that is needed by their employer as well as onto all those ACH change request forms that are needed by those billers. I mentioned that Betty also opened a savings account. We can add this account at this point in time. We can say it's a Super Savings account, enter that account number, and then that routing number will be shown here below with a simple drop down. Then we can go ahead and save. Before I jump into the concierge session, Katrina, have there been any questions that have come through?

Katrina:

Yes, Dan, a couple of questions. I think by your demonstration you might have caught a couple, but the first one is, "What does the customer need to provide in order to switch the ACH debits and credit?" The second question is, "Is it

possible to transfer funds out of another customer's former checking account and deposits into the new checking account?" The third and final question is, "How does this work if there are no branches?"

Dan: We'll start at the end. If there are no branches for an individual and all the accounts are opened online, whoever oversees that account opening process on your back end would generate a SwitchTrack code. We do have the ability to do integration if that is something that you are interested in. All that would need to be done is to set up a call between your online banking provider, your IT team, and ClickSWITCH and we would be able to work through those steps with you. Currently if an individual opens up an account online without integration, whoever oversees that final approval process would simply enroll that new account holder into ClickSWITCH. By enrolling them into ClickSWITCH, it will generate an automatic email to that new account holder with the instructions on how they can accomplish everything on their own.

As far as yes, you are able to transfer direct deposits and automatic payments from an old account to a new account even if it's at the same financial institution. Throughout this process, we'll often demonstrate ClickSWITCH as a new acquisition tool, a way to make sure when an individual opens up an account we can easily get everything transferred over. There are a lot of other ways ClickSWITCH can be beneficial. One of those is fraud. If an individual encounters any fraud and you need to generate a new account number for them at that same financial institution, you can utilize ClickSWITCH to easily get all of their direct deposits and automatic payments set up at that same institution. To answer the first question, Katrina, we'll walk through that process of exactly what is needed in order to get it transferred. It varies from biller to biller and I'll talk more about our biller database here in this next slide.

Katrina: Dan, we had one more come across. Is there a cost per banker that is granted for the authorization?

Dan: Is there a cost per banker that is granted for the authorization? No. There is one flat fee that is set up, a standard cost that is associated that covers all these implementation costs and then it's charged on a per switch basis meaning when a SwitchTrack code is actually used by an individual to help them get through their account transfer process.

What I'll do now is just continue on the switch process. Let's say, in this case, Betty said that she did have an additional minute to sit there in the branch and help me go through the process. I would then be able to go ahead and click on Start Concierge Session. When I click on Start Concierge Session, it drops me into a Concierge portal. As you can see here, it has all of Betty's information that

we entered, the two account numbers that we now have the ability to set up those debits and credits to. That has three separate fields. We have a direct deposit feature, automatic payments, and then account closures. As a best practice of ClickSWITCH, we will encourage your bankers to put an emphasis on making sure that we capture the direct deposit.

How ClickSWITCH is able to do this is we have a couple different databases and you can think of them like a virtual filing cabinet. One virtual filing cabinet is full of all the direct deposit authorization forms that are required by employees across the nation. The other one is a database full of all the ACH change request forms that are required by billers across the nation. What ClickSWITCH will do is we will take the account holder information and data drop onto those required forms that are needed by that respective employer or biller. After this information is data dropped onto the appropriate fields, the wizard that's written in the code of ClickSWITCH will scan that form and will notice if there are any other variable fields that are still needed such an employee ID or an account number for a biller. If there are variable fields that are still needed, it will prompt us to enter that information. Once that form is filled out in its entirety, they then have the ability to submit that switch or submit that direct deposit.

To take you through an example of this, we will use Social Security as an example here today as that's the most often seen direct deposit that's processed by ClickSWITCH. We can click on Create a Deposit, and if Betty the Banker is receiving a direct deposit from Social Security, I would ask her and she would say, "Yes, I have a direct deposit set up with Social Security." As her banker then I can just simply type in Social Security and hit search. When I hit Search, it will look through that virtual filing cabinet full of all those direct deposit authorization forms that we've acquired. Here you will see that we have the Social Security administration form and we can click Create.

When we click Create, the wizard has gone out and found the Social Security administration form, it has data dropped Betty's information onto the respective lines of that Social Security administration direct deposit form, and then scanned it to ask it some variable questions. It's always going to ask where you want this deposit credited to, the checking or saving account. We can say we want this going to our checking account. It's going to ask for the payroll ID or social security number so Betty would give that to us. It will ask for person entitled to the payment. Anything without a red asterisk is not required. On a production site, there is not even a red asterisk next to the local social security street office address or that city, state, and zip. The ClickSWITCH fulfillment team will make sure this is sent to that local social security office. For the

purpose of this demo, we will go ahead and enter this information and we can hit Save.

Now that this form has been filled out in its entirety, it will tell us that it's ready to submit. We can actually view this form to make sure that it has data dropped properly. We can look at that Social Security direct deposit authorization form. It has data dropped Betty's name. Here is one of those variable fields that we entered, here is a variable field, and also where this needs to be sent is this variable field that we entered. Now that this form has been filled out in its entirety, we can simply submit the switch and it gives us different options. We can submit it now. If you choose to submit it now, this is when it becomes a paperless solution for not only your financial institution but also for that account holder. If you submit it, ClickSWITCH will process this on their behalf. It will tell you to please allow 5 to 15 days to process this request.

When that takes place, ClickSWITCH has a 3:00 p.m. Central time cutoff that all the forms that we've received by 3:00 p.m. Central goes out in first class priority mail at 3:15. That way they are received in 1 to 2 business days and are typically processed in days 5-10. We still say please allow 5 to 15 days. They also have the ability to print that direct deposit. If they choose to print it now, they will print it and supply a wet signature on that and take it by their local Social Security office or fax it in to them, or they can choose to print the direct deposit later. We'll go ahead and Submit this. By clicking Submit, ClickSWITCH will process this. The status changes to Submitted-Processing. As soon as it is sent out in the mail, the status will change to Mailed and an email is sent to that individual letting them know that their Social Security Administration Direct Deposit Authorization form has been sent to their local Social Security office on that date and please allow 5-15 days for processing. Any questions, Katrina, that have come across regarding the direct deposit functionality?

Katrina: Yes, we had one on the direct deposit and it has to do with government forms. We deal with the City of L.A. and they have specific forms for their direct deposit. How do you deal with the government entity changes on payroll?

Dan: Excellent! How we have built these databases is every time a client comes on board we will ask that client to supply ClickSWITCH a list of the most often seen direct deposits as well as the most often seen recurring automatic payments that are taking place. When the financial institution supplies this list to us, the research center will reach out to those agencies or to those employers and access the forms that are required by them and encrypt those into the system. We already have the majority of all of the government issued forms, DFAS, etc. and so what we would do is work with you to ensure that we have all the proper forms that are needed by those government agencies in your area to ensure

that the first time somebody came in and they typed in who they received their direct deposit from, that would then be data dropped onto the appropriate form.

- Katrina:** I have another one for you Dan. Is it a manual process to enroll the customer when not using the branch?
- Dan:** Correct. Without any integration, yes, it would be a manual process to type in that user name and that information that is needed.
- Katrina:** The final one that came across is: We do not have an esignature so will that still work?
- Dan:** Yes. The esignature is provided by ClickSWITCH so all you have to do is click here to edit the signature or in the other one and you can type in the name of that individual. This will be the actual esignature that is data dropped onto the form. You do not need a pen pad or anything with that.
- Katrina:** Another one is coming across. We aren't sure we would accept forms like the internal forms of an existing customer like the account closure forms and the setup for the ACH. Is this a proven method that will work?
- Dan:** We have a 98% success rate on the forms that are submitted. If, for any reason, let's say a local biller does not accept an esignature, they would troubleshoot in the same manner that they would today. They will reach out to that customer and let them know that they have received a form with an esignature and take them through their proper due diligence, proper protocol that is required. The account closure form – when we get to that step I'll explain it again, but the account closure process we're not physically able to close out an account. We're just able to take the first step for that individual to make sure that they're breaking up with their old financial institution. When the old financial institution receives that account closure request form, it throws up a red flag. They're going to contact their account holder and verify that they did send the account closure form, that they are looking to close out their account, that they do want the funds distributed in the manner that is in that form, and any other necessary steps that are needed to close out an account at that particular financial institution.
- Katrina:** Dan, we have one more. This has to do with core integration. Can we integrate with our core system so that the customer information will be populated?
- Dan:** Yes, that is a possibility. Again, as far as any integration questions, all that needs to take place is to set up a call between your core provider or your online

banking provider, your IT team, and ClickSWITCH's team and well be able to work through those integration steps.

Moving on down to automatic payments it works just like direct deposit. You can have a casual conversation with that individual and you can click on Create a Switch. You can think of those common recurring payments that people have set up: public communications, cable, energy companies, waste management, and gym membership. All they have to do is tell you the name of the biller that they have a recurring payment set up with and we can simply type it in. If we typed in Xcel Energy, we can hit search. Again, it searches through that virtual filing cabinet full of all those ACH change requests forms that have been acquired. We can click on the respective one, the one that matches that we want to switch from. We can hit Create. When we hit Create, it's going to pull out the Xcel Energy change request form that is required. It's going to ask us where we want this debited from. Of those two accounts that we opened, we can say the checking.

Now it's asking for an account number. That's the account number that's needed for Xcel Energy. Odds are that individual when they came in to open up their accounts today, they did not bring their bills with them. They may not have this account number easily accessible. That is perfectly okay if they do not have that. We can still click Save and we can continue on the switch process. The status will change to information needed and then an email alert is sent to that individual letting them know that more information is needed in order to complete this switch. When we view that ACH change request form for Xcel Energy, as you can see it data drops Betty's information onto the respective fields, but this field is still left empty because we have not filled it out in its entirety. Because we have not filled out this form in its entirety, it is not going to allow us to submit this switch right now. What we are doing is creating a task or to do list for that account holder when they get home to be able to finish this switch. I'm going to leave this as is for now because I want to show you that end user's perspective of how they would be able to pick up right where they left off with your banker. Are there any questions about that, Katrina?

Katrina: Yes, Dan. One came across about the information being prefilled on direct deposit forms like the name, address, account numbers, etc.

Dan: What was the question in regards to it?

Katrina: Yes, it says on the direct deposit forms are the fields prefilled like the name, address, account number, etc.

Dan: Correct. This account holder information – the individual's name, if there is an email address on that direct deposit authorization form, the address, telephone

number – this information will be data dropped onto the appropriate lines of that form. If there is any other variable information that is still needed, it will require them to enter that information. This information here is data dropped onto each one of those forms on the respective lines.

This is one way that you would be able to do it as a concierge service. You can simply have a conversation with that new account holder asking them where they are receiving their direct deposits from, who they have recurring payments set up with. There is also another factor that you'd be able to do and it's called our SwitchAssist. SwitchAssist utilizes the Intuit API just like TurboTax or Mint.com. ClickSWITCH also has a license to that Intuit API. It's just been trained differently. Within the ClickSWITCH portal, that new account holder would be able to log into their old financial institution, the financial institution they are switching away from, enter their user ID and password for their online banking, and it will pull their transactional history and it will parse out that transactional history-based on what is an ACH payment, what is a direct deposit, and even what is a bill pay.

If that account holder is willing to give you their login credentials to their old financial institution, you can help them through that process here as well by simply clicking on SwitchAssist and it says, "See all of your accounts in one place. Start by entering the bank or credit union you are switching away from." We can enter a financial institution; we will use a demo site here. We can hit Search and it will pull up a list of that financial institution and we can click on it. When we click on it, it will ask us for that user ID and password for our old financial institution so enter that information. Again, this is if that individual is willing to provide you this information or you might have a concierge service set up with tablets that you can help them through, or if you have the ability to share your keyboard and monitor, they would be able to enter it themselves as well. After the user ID and password is entered, we can click on Connect to your Account. That's when the call is sent out to look at the transactional history of the old financial institution. Up at the top it will give instructions as to how easy it is to go ahead and use this feature and we can simply just click on the respective transaction and get it switched over. As we scroll down through here, you can see that this will be the account that username and password is associated with at that financial institution. Then it has the automatic payments, the date the payment took place, if it's recurring, the type, the amount, who the payee is. For direct deposits, if it was recurring, the amount, and who that depositor is. If they are a bill pay user, it will display the bill pay transactions down here. As you can see, I am not able to click on these bill pay transactions, but what we are able to do is download them so this way that individual does not have to go search through their old records to figure out exactly who they

did have a bill pay set up with. It will display that in front of them, they can export that to an Excel format, and copy and paste that information into your bill pay platform.

Going back up here to the top, if we wanted to go ahead and get a couple of these automatic payments transferred over – if we wanted to get CenturyLink transferred, all we have to do is click on CenturyLink and it ties it into that virtual filing cabinet, that database full of all those ACH change request forms. We can hit Search, find CenturyLink, click on it, and click Create. When we click Create, it is taking that account holder's information and data dropping it onto the appropriate lines of CenturyLink. It scans it to find the variable fields. It asks us where we want that debited from so we say the checking account. It is asking us for the account number, but here it gives us a clue that the account number is the telephone number with area code. We can enter that information and hit Save. Once we click Save, it will go ahead and strike through everywhere that is located and we can go onto the next transaction.

We can go ahead and get the direct deposits set up. If we want to get GGC Engineering switched over, we can click on GGC Engineering, search that database, that virtual filing cabinet and show that this is not in the database, but click here and we can find that for you. Click here because that direct deposit authorization form is not yet in our database. We can click Create. It will ask where GGC Engineering is located. We can say Owego, NY. Enter a telephone number of our employer, what the web address is, and click Continue. When we click Continue, it will ask where we want this deposit credited to, that checking or savings account. Amount and dollars or percentage of pay because these are two very common features found on direct deposit authorization forms. Let's say we want 100% of that pay, we can click OK and it will strike it through.

We can continue on that process by clicking on the respective transactions that we now want directed to our new account at our new financial institution. Once we have finished, we can go ahead and click at the bottom and click Switch Myself. It will drop us back into the portal so we can see everything we have done. Here's GGC Engineering. It will say it is ready to Submit. Remember this is one that was not found in that database. As soon as we click Submit Switch and Submit again, an alert takes place from the ClickSWITCH data center to that research team. The research team of ClickSWITCH will reach out to GGC Engineering, access the form that is required if they do have a required direct deposit authorization form. After we've acquired that, it will data drop this information onto the form. If more information is still needed, the status will change from Submitted-Processing to More Information Needed. If we've already collected everything, the next status that would be shown here is Mailed. As soon as GGC Engineering is added to that direct deposit

authorization database that we have built, it will be in there forever. Then the next time an individual comes in who is an employee of GGC Engineering, it would data drop onto the appropriate form that is needed. Any questions regarding the API feature, Katrina.

Katrina: I don't have any at this time, Dan.

Dan: Thank you very much. Let's say, for example for the purpose of this demo, this is all the time that Betty the banker had time for today for the in branch experience. As her banker then I would click here to end the session. It takes me back to the Manage Customer screen where I can issue a SwitchTrack code form. Again, please remember that they've already received a welcome email with specific instructions of how they can accomplish everything on their own from home, but also will want to make sure that this becomes a part of that new member packet or new customer packet in order for them to go through the switch process. It will have the URL that they should go to, here is the SwitchTrack code they can utilize, and it provides some helpful reminders. Remember to get your utilities switched over, health club, charitable donations, as well as your direct deposits. This would now become part of that new account holder packet.

What I will do now to end the concierge session is copy the SwitchTrack code and log off. Are there any questions that have come through regarding the concierge session, Katrina, or are we good to get started on the end user perspective?

Katrina: Yes, I've got a couple so give me one second because now they're filtering in. I want to get to the first one. Will you be speaking more about integration?

Dan: No. Not at this time. During the integration, again, all that needs to take place is we need to set up a call between your core provider, your IT team and the team of ClickSWITCH. We will work with you providing you an API. That API will work with your core to pull over the specific information that's needed in order to generate a SwitchTrack code. With core integration, after it's been integrated into your core, it will take you right to this Manage Customer screen and this information would be already entered.

Katrina: Social Security question here. Social Security accepts the electronic signature. Is there a risk of fraud with that?

Dan: No. We have all of our FSA-16 Type 2 documentation. The information is stored on a Microsoft Du Jour cloud. We have their stock two, type two, all of our proof of liability. No. There is no chance of fraud with that.

Katrina: Next question. How many employers do you estimate are already participating currently?

Dan: Typically, on average, when we receive a list of billers or employers from a new client, we already have about 60% of those in system. We work to get to 100% by the time you go live.

Katrina: Next question. What about payroll direct deposit form?

Dan: Yes. We obtain the payroll direct deposit authorization forms that are needed by each employer. We encrypt those into the system so when somebody comes in and types in an employer of theirs or if they work for a university, it will pull their direct deposit authorization form, data drop that individual's information onto that form, and scan it. We utilize the forms that are needed by each employer through the nation.

Katrina: Another question. What do you do for private employers that might have an independent form? Is there a generic form that most employers accept?

Dan: We will work with that – if they were a part of that list that was provided, the research team will reach out to that private employer and see if they do have a direct deposit authorization form that they need. If they do have a required form, we will access that form and encrypt it into the system. If they do not have a required form, a general form would be sent. That general form is what you'll see here. It will just authorize that Betty the banker authorizes GGC Engineering to deposit into this account and provide a printed image of a voided check on that direct deposit authorization form. If they do not have a required form, this will be the general form that would be sent out.

Katrina: I have a couple more, but Dan, if you want to move on and show the concierge or go back to the session and then we can take this at the next pause.

Dan: Okay. Perfect. What I'll do is take this SwitchTrack code and now I would be acting as Betty. Betty will take that SwitchTrack code home and log into the URL that is specifically set up for your financial institution. In this case it's Harland Clarke Bank. The end user can then enter their SwitchTrack code and hit Start Switch. When they click on Start Switch, it's going to ask that individual to create their own password for their ClickSWITCH portal. The reason it's asking them to create their own password is that individual has the next 90 days to log into their end user portal, track the status of their switch or maybe day 42 comes and they forgot about a quarterly car insurance payment that they have, they would be able to enter it at that point in time. I will go ahead and create the password. As you can see, that SwitchTrack code was uniquely tied to that username; that email address. We will then enter that password that we just

created and hit Log In. When we click on Log In, it will ask you to accept the terms and conditions. These are provided to you during the implementation page of ClickSWITCH. It's just an agreement that we are doing everything on their behalf and they agree to it. We'll agree and accept those.

As soon as those terms of use are accepted, it will ask them exactly how they want to go through the switch process. Do they want to Switch Myself? Do they want to go and gather all their automatic payments and direct deposit information and enter it manually or do they want to utilize the Switch Assist and see all the direct deposits and automatic payments in one place? If they choose to use the Switch Assist, we can go ahead and click on Switch Assist down here at the bottom. It's then going to ask us to enter the name of that old financial institution that we're switching away from. We'll use our demo site as an example here. We can hit Search. We found that financial institution. We can enter that username and password to get into our old financial institution's account and click Connect to your Account. Again, it sends out the call, looks through your transactional history, pulls it over, recognizes exactly where that is associated to, and it shows the automatic payments.

As you can see, CenturyLink is no longer crossed through. The reason for that is ClickSWITCH does not store their data when they're logging into their old financial institution. If there is any reason they forgot to accomplish this in the branch, they can go ahead and click on it, say that they want to search for CenturyLink, found it, they can hit Create, say that they want to debit from that checking account, they can enter that telephone number again, and hit Save. Then it will strike it through. Same thing with the direct deposits; it's not going to save any of the information but they can click on the respective ones they want to get transferred over. After they've clicked on all the transactions that they want to get switched over, again, just as we did in the concierge service, they will click on Switch Myself.

When they click on Switch Myself, it will take us back into that end user portal. The end user portal has the same look and feel as the concierge portal except there are not those six tabs over here on the left hand side. They are able to pick up right where they left off. You see GGC Engineering and Social Security. Now we see as a reminder, oh yes, I already did have the CenturyLink. I can go ahead and delete this, delete it, and I'll have CenturyLink ready. This also is a reminder, as well as we've received that email reminder that said more information was needed in order to complete the Xcel Energy change request form. As a reminder, the field that was still left was that account number. We did not have that account number so were not able to submit this yet. Now that the end user is at home and they have their bills in front of them, they can click on the Edit Switch tab. Again, where do they want to debit it from? It takes

them directly to that account number and they can enter the account number associated with Xcel Energy. They can click on Save and it will tell us that it's ready to Submit. We can view that form again. We can see that it's been data dropped properly. Now that this form is filled out in its entirety, we can Submit Switch and we can Submit it again and ClickSWITCH will process it on their behalf. Any questions, Katrina?

Katrina: Yes, we have quite a few. I'm going to work backwards from the most recent. How many financial institutions are utilizing ClickSWITCH at this time?

Dan: We have over 200 financial institutions utilizing ClickSWITCH to date. We've been actively selling ClickSWITCH for just over one year.

Katrina: The next question – are you able to send the PowerPoint demo to us and what is the pricing for ClickSWITCH?

Dan: Regarding pricing for ClickSWITCH, please reach out to your Harland Clarke representative and they'll be able to share pricing that is available to you. This web demonstration I believe will be provided with a link with a recording to this.

Katrina: When you use the term mail, does that mean through the USPS?

Dan: Yes, that is correct. We will mail the forms. Others allow us to send a secure FTP, some are faxed over, but typically they are sent via USPS in first class priority mail and they receive them in one to two business days. We have a tracking for that mailing and then they're processed on the back end in typically five to ten business days.

Katrina: We have someone requesting to recap the import of the bill payees from other institutions and they would like to know if there are any privacy issues with that?

Dan: In regards to the API functionality?

Katrina: Yes. They didn't specify that, but I'm assuming that's what that means.

Dan: Intuit is a company that has created API, Application Programming Interface, that is utilized by many institutions and companies throughout the nation. Mint.com is a very common vendor of Intuit API. If you go to Mint.com, you can register for free and it will ask you to log in to your financial institution and it will parse out your information more as a budgetary concept and will let you know when bills are coming up. ClickSWITCH has a license to use that same Intuit API. When they click on Switch Assist and they enter the name of the financial institution that they're switching away from and it's going to ask them to enter their username and password. It will also ask them any verification

questions to make sure, whether it's a picture and they have to say that's a monkey or they ask where their honeymoon was, it will ask those authorization questions to be sure that the correct individual is accessing that account.

Katrina: Another question coming across. Will this also reorganize former recurring debit card payments?

Dan: Soon. We are going through our PCI compliance in order to be able to enter debit and credit cards. Currently as ClickSWITCH stands right now, it would only be dealing with those that are set up with their checking accounts or savings account numbers that they have automatic debits or credits coming into and out of. The PCI compliance, we should have our debit and credit card functionality by the end of this year.

Katrina: We have another one. How do you handle MSA processes when accessing existing bank information?

Dan: I need some clarification on that, Katrina.

Katrina: Yes. It's an acronym MSA so I'm not sure. We could get another update on that question. I think that we're caught up here because some of these are repetitive.

Dan: Multi-factor authentication.

Katrina: Yes, okay.

Dan: Can you restate the question for me?

Katrina: Yes. Give me one second. How do you handle MSA processes when accessing existing bank information?

Dan: Just how I just stated, it logs into their old financial institution. If they are asking for a multi-factor authentication whether a security question to be answered or recognizing an image, it factors into it at that time.

Katrina: We have a new one. Does ClickSWITCH send out automatic email notifications to the customer advising a pending status or still needing more information?

Dan: In our next release, which happens at the end of this month, a reminder will be sent out 15 days after a form has been submitted to remind them that they should ensure that their request has been processed by that respective biller.

Katrina: We have one pertaining to customer service. Do you have a customer service group that a customer can go to for help?

Dan: We prefer that the customer contact the financial institution for help as the first point of reference. Each financial institution will be assigned an account manager who will be able to help you with any issues that are beyond that, but your financial institution will be able to handle any of the requests that come through by that customer. If any assistance is needed, ClickSWITCH is there to provide help and assist them.

Katrina: I think that's all I have at this time. We are five minutes away from ending this session. Dan, I'm not sure if there's something else you want to cover or if we have any final questions.

Dan: The last thing I can cover really quickly is account closures. We can click on Add Account for Closure and you can enter a financial institution that they are moving away from. Just for the purpose of this we'll say they are switching from The Old Bank. We can hit Search. It's going to look through that database of financial institution and it's going to look for a weighted so it's going to recognize bank, etc. If I go clear to the end here and say that we did not find the financial institution, just to show you what the account closure form looks like. We can enter an address, telephone number of that financial institution, whatever the routing number and account number is and whatever the account type that they are looking to close.

Again, ClickSWITCH isn't able to physically close out an account. We're just able to begin the process and take that first step for your new account holder to be able to break up with that financial institution. When they click Submit Switch, it will ask for a Close on Date. They are able to choose anything except for the first 14 days. This being the 16th of September, they would not be able to have this account requested to be closed until the first of October. As a best practice, we suggest a 30 day period. If they chose the 14th, ClickSWITCH will send out that account closure request form to their old financial institution one week prior so it's received in one to two business days.

Ten times out of ten when a financial institution receives this account closure request form, a phone call will take place between the old financial institution and your new account holder. As you can see, it just authorizes the account to be closed on the 14th of October. Here's my account number that's a checking account. Please send the additional sums to me at this address and contact me at this telephone number with any questions or concerns. If this letter is not sufficient is not to have my account closed, please contact me or send me the necessary forms with an esignature. Again, ten times out of ten if this form was received by any one of your bankers at your financial institution, it's probably going to throw up a red flag. You're going to want to reach out to Betty and make sure that she did send out that form, that no fraud is occurring, that she is

looking to close out her account, and take her through the proper protocol that is needed for your financial institution in order to close out the account. Are there any questions, Katrina?

Katrina: Yes, and we're pushing up on 2:00. I have one. What if a banker or user mistypes the customer's address, name, or email, would the biller respond to that information as inaccurate and how are errors addressed when you receive that form?

Dan: If for any reason this information was typed in incorrectly by that banker – if they have two monitors, I'd suggest just copy and pasting the information over from your core to the appropriate fields, but if for any reason there is a typo, maybe a few letters were transposed, when that biller receives it, they will still do their proper due diligence to be sure they are doing it for the correct individual, their customer. That information would then be relayed back to that customer. If the customer, when they get into the portal – as you can see they are not able to edit any of this information – but any one of your bankers that has access to ClickSWITCH will be able to go into this individual's account and rectify that situation.

Katrina: At this time we do not have any other questions and we have about two minutes left.

Dan: Again, my name is Dan Johnston with ClickSWITCH. I greatly appreciate everybody joining us on this demo today. I hope it was productive and a great use of your time. If there any further questions regarding ClickSWITCH or any further interest, please reach out to your Harland Clarke representative to set up a more formal demo where you can take a closer look at ClickSWITCH. I greatly appreciate your time. Katrina, if there is anything else you need from me, don't hesitate to ask.

Katrina: Thanks. We will have all of this available as well as the questions that we fielded and any questions that come in at this point and we'll have this available for the audience. Thanks Dan.

Dan: Thank you.

Matt: At this time we will go ahead and close out the webinar. Thank you for joining. If you could stay on for just a brief moment to fill out a quick survey, we would appreciate you. Thank you so much.