

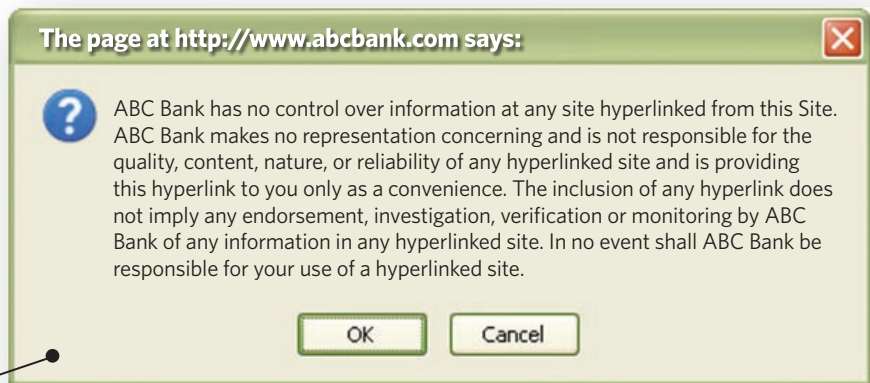
Improving the Online Check-Ordering Experience

Harland Clarke helps a regional bank boost internet check orders with a secure and friendly ordering link and landing page

Situation

Harland Clarke approached a regional bank, headquartered in the Southeastern United States (referred to as "ABC Bank") with a series of recommendations for improving the way account holders were linked to a check-ordering site. The bank's legal disclaimer that initiated the transition did not encourage account holders to use the link.

The Way It Used to Be



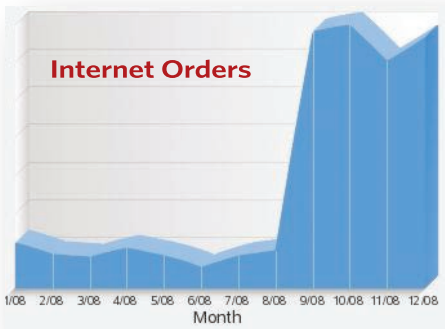
In addition, Harland Clarke recommended that the bank direct its account holders to a sign-in page on the check-ordering site. This page gives account holders specific instructions about how to locate their routing and account numbers on the bottom of the check re-order form for proper identification and entry.

Action

The bank removed the legal disclaimer that initiated the transition to the check-ordering site. Additionally, the link was updated to take customers directly to the sign-in page of the check-ordering website.

Results

The check-ordering volume from the bank website referrals grew by 600 percent during the month of the update. This incremental order volume sustained itself for the months following. A noteworthy aspect of this incremental order lift is that it did not dilute the order volume originating from online banking — showing that the bank is reaching its account holders through multiple entry points to the check-ordering experience.



Internet orders are important because account holders are engaged in a full shopping experience, where they browse and select multiple products from the online checks and accessories catalog.

As a result, consumer satisfaction rates increase and account holders spend more per transaction, resulting in potentially higher profits for the financial institution.

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The Way It Is Now

The screenshot shows the ABC Bank website. At the top, there is a navigation bar with links for NEWS, INVESTOR RELATIONS, LOCATIONS, CAREERS, and CONTACT US. Below this is a banner with a photo of a smiling baby and the text "Building Personal Relationships... It's What We Do." The main content area is divided into sections: Personal Services, Business Services, and Bank Information. Under Personal Services, there are links for Account Access, Accounts & Services, Contact Us, Credit Card, Check Card, Lending Center, Online Services, Wealth, and Resources. The Account Access section is highlighted, showing options for Visa Credit Card, Residential Mortgage Loan Login, and Brokerage Account. The Online Banking section is also visible, with a login form for User ID and Password, and a "Login" button. A search bar is located at the bottom left.

The link on the bank's website now indicates that Harland Clarke is the bank's preferred supplier for checks.

The screenshot shows the Harland Clarke website. At the top, there is a navigation bar with links for PERSONAL PRODUCTS, BUSINESS PRODUCTS, CUSTOMER SERVICE, and ABOUT HARLAND CLARKE. Below this is a banner with the Harland Clarke logo and the text "Clarke American is now Harland Clarke". The main content area is divided into sections: Log In..., Log In to Order Online, and What information do you need?. The Log In to Order Online section is highlighted, showing instructions for logging in to order checks. It includes a "Log In to Order" button and a "128-BIT SSL" security icon. The "What information do you need?" section lists two items: Routing and Transit # and Account #. A check image is shown with the routing number and account number circled in red and blue respectively. The routing number is 101000000 and the account number is 4234567890. An "Important:" section provides additional instructions for users.

The Harland Clarke landing page provides instructions for account holders about how to locate their routing and account numbers.

Solution

Harland Clarke's dedicated e-Commerce Marketing team is focused on helping you promote your brand and successfully utilize the internet channel. For more information about e-commerce best practices and online account holder experience strategies, contact your Harland Clarke account executive.



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