

Maximize the Value of New Accounts



*Community Onboarding
is **automated, efficient
and affordable** —
the perfect solution
for small and midsize
financial institutions.*

Community Onboarding provides small and midsize financial institutions a cost-effective way to engage new account holders and build profitable, loyal relationships.

Attrition among new account holders ranges from 25 percent to 35 percent in the first year.¹ What can you do to stem this loss? Harland Clarke's Community Onboarding solution is designed specifically for small to midsize financial institutions. It's a highly cost-effective way for your institution to:

- **Reduce attrition**
Implementing an onboarding program lowers attrition levels by about one-third.²
- **Build relationships**
Onboarding helps to get account holders more engaged — and engagement builds loyalty.
- **Grow wallet share**
About 75 percent of cross-sales take place in the first 90 days after account opening.²

¹ Harland Clarke campaign data

² Callahan & Associates, *How Field of Membership Impacts Credit Union Financials*, 2012

How Does Community Onboarding Work?

Harland Clarke's Community Onboarding solution is designed specifically to address the onboarding needs of small and midsize financial institutions. The program includes:

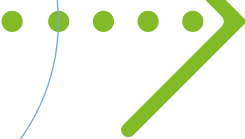
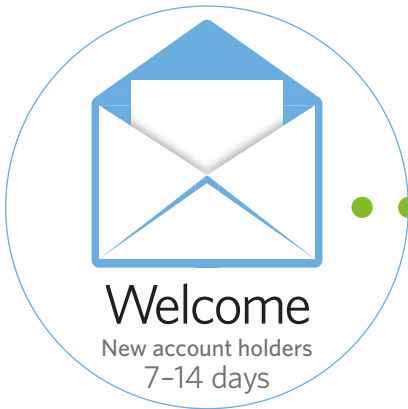
Personalized Welcome Letter — Within seven to 14 days of account opening, your new account holders are automatically sent a personalized welcome letter branded with your institution's logo and color palette, and signed by your financial institution's designee.

Cross-Sell Coupons — The welcome letter includes coupons for the three "next-most-likely" products and services your new account holder will need: direct deposit, online bill pay and debit card.

Value Pricing — No set-up costs! Our tiered, volume-based pricing structure is affordable for small and midsize institutions.



Engage



Your institution's logo here Three cross sell coupons

Personalized with the new account holder's name and address here

Your institution's designated signer here

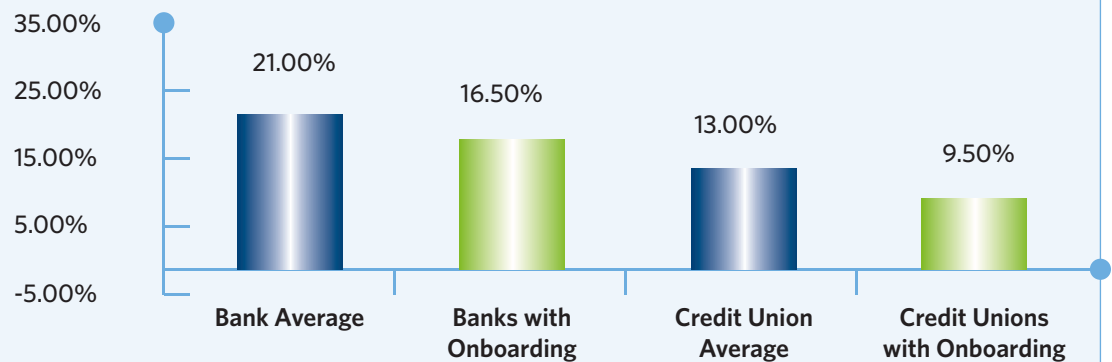
Your institution's color scheme — matches your branding

Make the Most of Your Acquisition Investment

You're spending a lot to acquire new account holders. In fact, Callahan & Associates research indicates that financial institutions spend an average of \$442 per account holder in acquisition expense.³

When financial institutions embark on an onboarding program, the attrition level drops dramatically — by almost 35 percent for banks, and by almost 30 percent for credit unions. Obviously, this translates to substantially improved acquisition ROI.

Onboarding Decreases Attrition



Average First-Year Household Attrition Rate

Source: Harland Clarke Industry Database

Why let up to 22 percent of your new account holders walk out the door in the first year?

Cross Sell and Drive Engagement... Fast

We know that 75 percent of cross-sales take place within the “honeymoon period,” or the first 90 days after account opening. Communicating early brings in more dollars, builds top-of-mind awareness, and lets new account holders know the range of your products and services.

Plus, attention during and after account opening increases satisfaction and decreases the likelihood of account closing.⁴

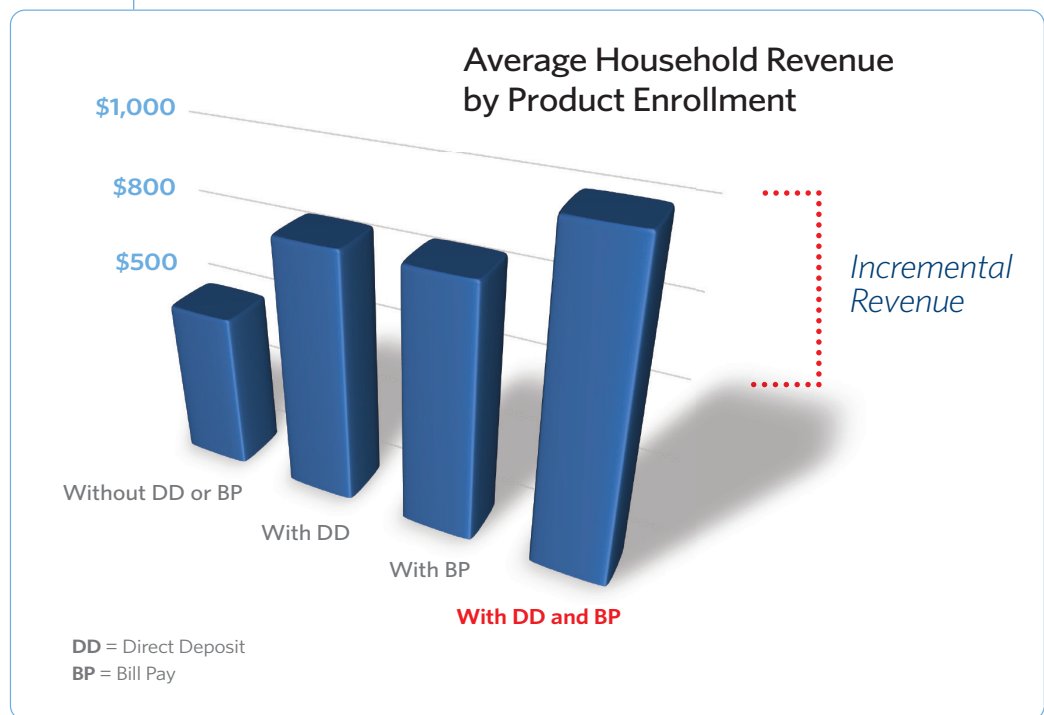
³ Callahan & Associates, *How Field of Membership Impacts Credit Union Financials*, 2012

⁴ J.D. Power and Associates, *Retail Banking Shopping Study*, 2009

Build Profitable, Long-Term Relationships

Your account holder owns an average of eight financial products. Chances are only two or three are at your institution.⁵ Onboarding can help you expand your wallet share, increasing new account holder profitability and building long-term loyalty.

For example, on average, a checking account holder brings in about \$500 in revenue annually. Add only direct deposit or only online bill pay, and the revenue jumps to about \$800 per year.⁶ Add both direct deposit and bill pay and the average household revenue nearly doubles. And the more products and services account holders have with your institution, the less likely they are to leave.



Onboarding works and it's a must for your institution. Harland Clarke's Community Onboarding solution makes it easy to transition your new accounts into satisfied, profitable and loyal relationships.

To learn how Harland Clarke's Community Onboarding solution can help your institution enhance retention, build relationships and increase wallet share:

Call
1.800.351.3843

Email us at
contactHC@harlandclarke.com

Visit our website
harlandclarke.com/solutions/marketing/CommunityOnboarding

⁵ North American Technographics, *Online Benchmark Survey (Part 1, U.S., Canada)*, Q2 2012

⁶ Novantas analysis and Harland Clarke client case study