

Ensure a Seamless Merger or Acquisition with Satisfied Account Holders and Empowered Staff



*Mergers and acquisitions are serious business. During this time, being able to call on a resource to which you can entrust your information, employees and customers is crucial. **Our highly trained staff becomes an extension of your organization** — embracing your culture, your business and your brand — so you achieve the unified, profitable organization you envision.*

No matter what the potential gain may be from your upcoming merger or acquisition, account holders have to believe there's a benefit for them, or they will leave - taking many high-end assets with them. Employees must be engaged to fully support your acquisition efforts. If competitors sense weakness, they will poach mercilessly.

To Retain New Customers, Be There First with a Reassuring Message

Soon-to-be account holders who hear about their financial institution's acquisition from the media or a third party first are twice as likely to switch to another institution.¹ Don't risk losing them to competitors. Communicate early and often about relevant transitional activities.

Boost Employee Confidence Throughout the Conversion Process

Newly acquired branch employees need to understand the merged organizational structure and the roles that they will play in its success. Proper training and support will boost their confidence and prepare them to educate account holders on merger-related changes. Your attention to detail will be reflected in the higher levels of service they give to your customers.

Rely on Extensive Industry Expertise and Proven Change Management Strategies for a Successful Outcome

Harland Clarke has worked with financial institutions like yours for 140 years. So, we have the expertise to design and implement a comprehensive support and communication strategy that reassures, integrates and engages staff and customers - both old and new. You can depend on us to carefully manage your merger/acquisition program from beginning to end.

Strategy & Planning

We provide a team of subject matter experts, including a strategist and skilled project manager, to collaborate with your team in developing a comprehensive strategy that facilitates a well-executed merger. Your plan will include:

- Customer and employee segmentation
- Communications touchpoints, timing and messaging
- Training requirements and deliverables
- Training, conversion and customer satisfaction metrics and reporting

Training

We offer customized instruction or a “Train the Trainer” program for frontline staff, branch managers and back-office staff on how to effectively communicate details of your merger and acquisition to new and existing account holders. The “Teach, Practice, Coach” method will improve your team’s communication and sales skills.

Multichannel Communications

With the greatest attention to detail and your brand standards, our award-winning creative team will design and create all merger communications, including announcements and welcome letters/brochures, regulatory disclosure guides, terms and conditions, FAQs, conversion guides, check letters, etc. Then, based on your communications plan, we print, develop and fulfill via direct mail, email or web. We also provide award-winning inbound and outbound phone support.

Onboarding

Welcome and engage new account holders by communicating early and often. This is especially important during a merger or acquisition. Our well-planned onboarding program engages, grows and retains loyal account holders.

Contact Center Support

Communicate merger details and answer questions via dedicated inbound line(s) and outbound calls to high-value account holders. We address policy and product changes, new card activations and account transitions so that account holders understand how the merger affects them. Our goal is to reduce service disruptions and ease account holder anxiety.

Card Reissue

During the merger, you will need to issue new cards. Only Harland Clarke offers an end-to-end card solution that includes manufacturing, personalization and issuance. With Card@Once[®], you can issue new cards at your branch in minutes. As part of our new Chip Complete[™] solution, we can even equip your new cardholders with the latest EMV chip-based cards for greater fraud protection.

Check Reissue

Check printing and reissue is a Harland Clarke core competency, and we are the check program supplier of choice to thousands of financial institutions. We’ll easily accommodate newly acquired account holders’ needs with fast print and delivery of reissued checks.

Merchandising

Unified, consistent branding is important when you combine organizations. We are a single-source provider for design, production, order processing and fulfillment of custom-branded branch collateral. Whether you need standard, pre-specified paper sizes and weights or fully customized materials, you can count on us for superior quality and exceptional service.

Mystery Shop & Surveys

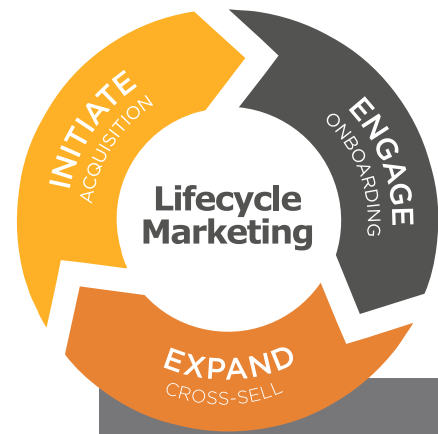
Maintaining superior service is key during this time. We'll help you measure account holder satisfaction before, during and after the merger. With customized scenarios, professional shoppers and detailed reporting you'll also get timely insight into the effectiveness of branch staff and frontline employee merger training.

Data Analytics & Measurement

Our dedicated team of data scientists will work with you to understand your customer portfolio, including identifying risks and opportunities with new account holders.

To learn more about how Harland Clarke can help your financial institution ensure a smooth M&A conversion,

call **1.800.351.3843**, email **contactHC@harlandclarke.com**,
or visit **harlandclarke.com/M&A**.



Harland Clarke's Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.

Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.

Acquisition

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

Onboarding

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

Cross-sell

Increase the number of household products to capture full profit potential