



CBSC Partners With Harland Clarke to Promote Yext for Online Brand Management

Now CBAI members can affordably utilize search engine optimization and control their bank's brand across all digital media

Springfield, IL – February 24, 2020 --- The digital revolution in banking is in full swing. Most community banks now offer web-based banking and have added, or plan to add, mobile banking, which allows customers to use their smartphones or tablets to do everything from making deposits, opening new accounts, and applying for loans, without ever stepping into a branch. The application of artificial intelligence (AI) will further transform the customer experience with a frictionless 24/7 customer interaction.

As consumers transition more of their financial lives to their smartphones and tablets, and use a diverse list of maps, apps, voice search tools, digital assistants, search engines, GPS systems, and social networks to find and engage with your bank, you need to be there when and where they need you.

The Yext digital knowledge management suite can help you attract new customers with search-optimized information, while also making it easy for existing customers to find your nearest branch, advisor, agent, or ATM. And you can efficiently manage all public facts about your bank from one centralized location.

Kathy Rolfs, Director of Marketing at State Bank, a \$250 million bank headquartered in Wonder Lake, Illinois, explains how Yext has helped her manage the bank's online brand and customer fulfillment.

"Community bankers wear a lot of hats, and it takes a lot of time for us to keep up with updating information about our products, locations, hours, and so forth on the hundreds of digital channels out there that make it easy for consumers to find us. Through Yext, we are able to add or update our information with one click. The Yext Platform integrates that information with the ever-growing list of maps, search engines, and social networks. Also, the platform is invaluable in helping us with reputation management. If a consumer posts a review or asks a question on a digital channel, Yext detects that and sends a notification to the bank so that we can address it. Yext is helping us manage this, and we are grateful that Diane Schipkowski, our Harland Clarke rep., told us about this service. We have known Diane for years, and there is a comfort level in working with someone you know and trust when trying a new service. When we were implementing this project, the Harland Clarke team did a great job helping us through the implementation process.

Since we launched the platform eight months ago, we have measured a vast improvement in our SEO (search engine optimization). This is a direct result of us putting forth the effort to add and update our listings to ensure our bank shows up when a consumer conducts a search. We know that the trend is for search, particularly voice-search, to continue to grow and will have a direct impact on our success. With Yext, we believe we have a strong SEO strategy as well as an effective reputational risk management strategy."

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