

“Thank You” program expresses gratitude to customers, at no cost to the bank or the customer.



ECONOCHECK
Enhance Relationships. Build Revenue.

My bank decided to launch the Econocheck “Thank You” program as a way of showing gratitude to our customers for doing business with us. The process cost us nothing, and Nancy Planells made it easy for us. To date, we have a 7.14% acceptance rate of the no cost gift of \$1,000 AD&D insurance. Twenty of our customers are purchasing additional insurance as a result of the first mailing. My bank receives a small monthly commission payment for any additional coverage purchased by our customers. A second mailing is scheduled to go out this month (90 days after the first one). Again, this is at no cost to the bank. Nancy expects our results to double following that second mailing. We anticipated customer questions resulting from the original mailing, but received very few. This program was simple to implement and gives our customers an added benefit with no expense to the bank. I consider that a win.



June Kidd, President/CEO
The First National Bank in Tremont

A CBAI preferred partner, Econocheck provides CBAI members with exceptional service, training and special discounts. For more information, contact Nancy Planells at 314.323.2252 or by e-mail at nancyp@econocheck.com.

