



ECONOCHECK

Enhance Relationships. Build Revenue.

Back in the mid-1990's, our bank was searching for a program that would help differentiate us from our competitors and endear us to our customers. Nancy Planells, then with a company that specialized in marketing packaged checking account programs, presented us with a proposal to offer all of our DDA customers a \$1,000 complimentary accidental death and dismemberment (AD&D) insurance plan at no cost to the bank. A "Thank You" type program for the customer was just the solution for which we had been searching. Nancy and her team took care of all of the details and covered the costs. The program was successfully launched with no customer complaints.

Several years later, the Gramm-Leach-Bliley Act (GLBA) passed Congress and was signed into law. The Act imposed conditions on banks that shared customer information with third parties. Our bank decided not to share customer information and concluded the "Thank You" program.

Over the years, several bank customers successfully filed claims. As a result of our great experience, and the reemergence of the "Thank You" program as a service provided by CBSC partner Econocheck, we've made the decision to amend our bank's Privacy Notice, in compliance with GLBA, and launch the service again. Finding out Nancy Planells is now with Econocheck was another pleasant surprise.



Dave Pirsein, President/CEO
First National Bank in Pinckneyville



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.