



Dear CBAI Member,

There's no two ways about it, people love getting free stuff.

Why? Probably because they view free as a net gain or a gift. Either way, free stuff engenders reciprocity. In other words, customer loyalty.

Econocheck, a *CBSC Preferred Partner*, has recently revitalized an old insurance product, which has been offered for more than 30 years. It's called the AD&D Thank You Insurance Program. At no expense to the Bank, the program provides \$1,000 of AD&D insurance FREE to customers as a "thank you" from the bank. Account holders can purchase additional insurance of up to \$300,000 in coverage. Econocheck provides all communication, billing and fulfillment for this product offering. Customers who opt to purchase additional coverage will generate a new revenue stream for the bank.

The **attached material** provides additional details and the contact information for your Econocheck representative. Please give them a call and learn how the Thank You Program will boost your marketing and increase customer satisfaction.

Best,

Mike

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