

## Case Study



### First Security Bank & Trust

#### A Midwest Community Bank Leads Its Market With Progressive Technology

Committed to staying at the forefront of technology, First Security Bank acted quickly to deploy Mobile Money<sup>SM</sup> for Precision<sup>TM</sup> as soon as it was available. The bank now offers on-the-go customers the ultimate in banking convenience.



An organization focused on providing the latest, most advanced banking services available, First Security Bank began offering mobile banking as a new way to serve their customers around-the-clock. With this convenient new self-service, the bank strengthens relationships and helps busy customers save time.

“We want customers to have account access no matter where they are. They shouldn’t have to come to us physically,” says Bradley McKenzie, vice president, Information Services and Operations. “Internet banking was the first step. Mobile banking takes that concept even further, because you aren’t tethered to a computer. It was a natural fit.”

Eager for an easily deployed solution, the bank chose Mobile Money, a user-friendly solution from Fiserv that features plug-and-play integration with Internet Banking for Precision. This tight integration offers customers the ability to quickly and easily enroll through their online account, with minimal effort from bank staff.

#### A Step Ahead

First Security Bank saw mobile banking as an opportunity to show its customers something new before many of them even realized they needed it. This strategy keeps the \$400-million bank prepared



#### Client Profile

Headquartered in Charles City with 13 additional locations across northern Iowa, First Security Bank & Trust serves both retail and business customers in a primarily agriculture-based market. The organization continues to uphold its customer-first philosophy through a strong focus on providing progressive banking services, including the latest in electronic banking. Recent initiatives, such as enhanced e-statement capabilities, offer more flexibility and make the bank’s “exceeding expectations” motto a reality for customers.

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for future demand, and helps ensure that customers continue to see them as a progressive organization.

"We didn't expect to see a huge number of mobile banking users right away," comments McKenzie. "It was more important to us that the service is available when they're ready for it."

Early deployment also helped differentiate First Security Bank in its market. According to McKenzie, the closest competitor didn't offer the service until more than a year later.

### **Building Customer Relationships**

Mobile Money has helped First Security Bank deepen ties with the next generation of customers. The bank noticed a jump in enrollments when the school year started and Gen Y students left for college. McKenzie also notes that students are not the only customers who appreciate the service when they spend part of the year far from the bank's branch locations.

"We have a number of customers who are snow birds and think mobile banking is the greatest thing," he says. "They do nearly all their banking from a cell phone when they're away for the winter, sometimes even from the golf course."

### **Looking to the Future**

First Security Bank is now working with Fiserv to expand its online channels. In early 2010, they plan to roll out ePort™ and Business Process Manager for Precision, establishing a streamlined online account enrollment system.

"No matter what we're interested in, Fiserv always has an option," says McKenzie. "We appreciate that they truly listen and care about our needs."

### **Challenge**

A Fiserv client that processes in-house on Precision, First Security Bank & Trust wanted to provide its customers with a secure and user-friendly option for performing banking tasks from a mobile device.

### **Solution**

The bank deployed Mobile Money for Precision, a Web-based mobile banking solution that operates on the browser embedded in most handheld devices, including cell phones, smartphones and PDAs, and offers another 24x7 channel for viewing account information and completing transactions. For each account, customers can check their current and available balance, and transfer funds between accounts. Customers can also receive e-alert notifications for designated exceptions, including past due payments, high and low account balances, cleared checks and virtually any other account event. A simplified menu streamlines navigation, and advanced security protects sensitive account information.

### **Proof Points**

With Mobile Money, First Security Bank has:

- Established a convenient new way to serve customers
- Increased customer loyalty and retention
- Maintained a competitive edge
- Further solidified its standing as an industry leader in technology

### **Connect With Us**

For more information about Mobile Money for Precision, contact us at 605-362-1260 or visit [www.precision.fiserv.com](http://www.precision.fiserv.com).



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