

## Case Study



### First Command Bank

#### Self-Service Online Banking Solution Improves Service and Reduces Costs

First Command Bank turned to Fiserv when it needed more control and flexibility to respond to its customers' retail banking needs. Architect™ from Fiserv helped the bank create unique customer experiences through self-service online banking features and one-to-one marketing campaigns.



#### Challenge

With just one branch location, First Command Bank relies heavily on its online banking solution to provide financial services to military personnel and their families across the country. A few years ago, the bank found that its current solution lacked the flexibility and functionality needed to provide customers with an intuitive, personalized user experience that adapted to their behaviors and preferences. The bank also wanted to increase adoption of its online banking tools to improve customer service and satisfaction.

#### Solution

Through Architect, First Command Bank is able to offer customers a number of self-service options such as online account opening. What's more, the Architect solution allows the bank to easily add new online banking features as its customers' needs evolve and adoption increases.

To inform and educate customers about its online banking features and accelerate adoption, First Command Bank leveraged the marketing campaign tools within the Architect Marketing Campaign Manager. The tools made it easy to facilitate targeted, one-to-one marketing campaigns.



#### Client Profile

Ft. Worth, Texas-based First Command Bank is a single-branch bank with \$700 million in assets. The bank serves more than 85,000 military professionals and their families, primarily through online and mobile channels. First Command Bank deployed Architect—an end-to-end digital banking solution for retail and business—in 2013.

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## Results

With Architect, First Command Bank has enhanced service for its digital customers while creating unique customer experiences. As a result, the bank achieved a 14 percent increase in online banking sessions within the first year of implementation.

Architect has also helped First Command reduce operational costs. The bank achieved a 33 percent reduction in call center volume over a two-year period, and the number of calls per month have declined.

Marketing campaigns and special offers, which reached all of the bank's digital customers, are credited with increasing awareness and adoption of the new self-service features.

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"We have only begun to leverage the capabilities of Architect to customize the user experience. Going forward, Architect will enable us to significantly enhance the look and feel of our online banking platform and provide our customer with even more self-service options."

**Sherry Sitton**  
EVP, Bank Operations  
First Command Bank

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## Connect With Us

For more information about Architect, call 800-872-7882, email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [www.fiserv.com](http://www.fiserv.com).



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