

Case Study



Century Bank and Trust

Customer-Focused Bank Makes Good on Its Promise to Deliver Mobile Banking for Its Business Customers

Century Bank and Trust is committed to providing its customers with comprehensive products and services. With every era of technological change, Century Bank has proactively adapted and implemented new products and services while balancing the "personal touch factor" that sets community banks apart in the financial services industry.



Century Bank selected Mobiliti Business™ from Fiserv because of the seamless integration into Business Online™ banking and the ease to get customers enrolled. In this fast-paced environment, getting a business client up and running on a mobile banking app within minutes was key. A competitive service, attracting new clients and retaining current clients is a win.

Century Bank and Trust prides itself on community service and building relationships with its customers. To achieve this goal, the bank focuses on providing customers with customized products and services that meet their needs. When business clients began asking for mobile banking services in 2012, Century was able to leverage Mobiliti™ from Fiserv for select clients, but quickly recognized that business customers had additional needs such as multiuser access and the ability to approve transactions created by others for increased control.

A Fiserv client of nearly 30 years, Century made the decision to add Mobiliti Business with mobile deposit via Mobile Source Capture™ to its existing Business Online offering.

"Being able to offer our business clients an integrated digital banking platform from a single source provider was a key factor in our decision to implement Mobiliti Business," said Donna M. Hobday, vice president of cash management and electronic services for Century. "Integration and a strong partnership with Fiserv made the decision very simple."



Client Profile

Headquartered in Coldwater, MI, Century Bank and Trust was founded in 1890 as an independent community bank. Today, Century continues to provide a comprehensive range of corporate, trust, and retail products and services through its 12 branches located in southern Michigan. Century has approximately \$300 million in total assets, and 14,000+ customers, 15 percent being business customers.

A Better User Experience

"Mobiliti Business has complemented our Business Online banking platform by offering business clients a great user experience from any device while not compromising the ever important aspect of security and authority levels," Hobday said. "Our business customers like the ability to know exactly what is happening with their accounts no matter where they are or what time of day it is."

Using appropriate security levels with Mobiliti Business, Century's business clients can:

- Make a mobile deposit
- View accounts
- Transfer money between accounts
- Schedule and approve bill payments
- Approve ACH transactions

"Customers have told me the convenience of being able to grab their phone to do a quick balance check, really gives them peace of mind," said Hobday. "Plus, not having to walk back into the office, log on to their computer and log in to online banking to check a balance is a huge time saver."

Additionally, offering business clients a bundle of digital solutions from a single service provider has allowed Century to eliminate many of the integration issues some financial institutions experience when using multiple service providers. It also enables the bank to easily manage business user permissions across online and mobile channels.

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"Being able to further meet the needs of our business clients with a streamlined and powerful mobile solution is important for our long-term goals of building stronger relationships and continually improving the client's experience."

Eric Beckhusen,
Chairman & CEO

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Smooth Implementation

Century launched Mobiliti Business in May 2016. The implementation process took approximately 120 days and was completed before the targeted date.

"Mobiliti Business was truly one of the easiest and most seamless implementations we've ever experienced. From branding to mobile deposit, the implementation teams stayed on schedule and kept us at ease throughout the entire process," Hobday said. "Our implementation coordinator was impeccable and everyone assigned to our project was very professional and made sure everything was completed on schedule and to our approval."

Marketing Builds Awareness

Century used a variety of marketing tactics to promote Mobiliti Business after the launch, including:

- Social media campaigns on Facebook and Twitter
- Business statement messages
- Posters in branch teller lines
- Messaging on the bank's website and within the online banking platform
- Tutorials

In addition to these strategic efforts, the bank's cash management department sent personal emails to users of Business Online announcing the availability of Mobiliti Business. The response was immediate and extremely positive.

"Our customers appreciate a more personalized approach," Hobday said. "As a result, we saw the highest response rate from the emails cash management sent. We will continue to use email and face-to-face conversations to increase Mobiliti Business adoption."

Century also leveraged its employees to promote Mobiliti Business. To educate its employees on Mobiliti Business, the bank sent an email announcing the new offering to all employees. Additional employee training efforts included:

- Announcements in the internal monthly newsletter
- One-on-one and group training sessions
- Presentations during company meetings
- Tutorials

The bank also created Business Online and Mobiliti Business test accounts for key individuals to gain hands-on experience with the product.

"It was very important for our operations and customer service managers, along with our electronic services staff, IT and cash management department leaders, to fully understand the features and functions of Mobiliti Business so they could help to drive adoption among our business clients," Hobday said.

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Early Results Signal Success

Within three months of launching Mobiliti Business, Century saw high adoption rates with more than 10% percent of online businesses using the mobile platform; the bank also was more than halfway to achieving its goal by the end of 2016. These first customers have expressed high satisfaction with the design and functionality, finding it very engaging and easy to use.

But the primary benefit for Century has been client retention. "If customers, particularly business customers, cannot get what they need from their financial institution, they will leave," Hobday said. "Mobiliti Business has helped us retain clients who have been looking for mobile banking services for quite some time."

According to Hobday, adding Mobiliti Business also has helped the bank remove an obstacle to acquiring new business clients.

"Previously, prospective customers stated that they would not switch to our bank unless mobile banking and mobile deposit were part of our offering. Now our sales staff has all the products and services needed to close the sale."

The bank will continue to promote Mobiliti Business among its current Business Online banking customers while also trying to attract new business customers.

"It is said that an individual looks at his or her phone an average of 150 times a day. What better way to keep Century Bank and Trust at the forefront of our customers' minds than being on their mobile devices," Hobday said. "Mobiliti Business provides a competitive advantage that helps us retain existing business clients and attract new ones."

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Partnership Provides Competitive Edge

A key factor that led Century to Fiserv in 1989 was a strong user group of Fiserv financial institutions in the Michigan/Great Lakes area. Since then, the partnership has expanded significantly and has helped the bank remain competitive throughout periods of extensive industry change.

"We have a very strong partnership with Fiserv that helps us be more competitive," Hobday said. "The products and services from Fiserv that we offer our personal and business customers enhance our ability to build long-term, multiple-account relationships, leading to greater customer satisfaction, retention and loyalty."

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Challenge

With a focus on building long-term, multiple-account relationships and customized products that fit customer needs, Century Bank and Trust needed a mobile banking solution that could better serve its business customers.

Solution

Century selected Mobiliti Business with mobile deposit to complement its existing Business Online offering, providing business customers with a fully integrated digital banking solution.

Proof Points

- Century has experienced strong adoption rates with more than 10% of online businesses using Mobiliti Business in just the first 4 months
- Stronger relationships and greater customer loyalty among business customers
- Improved ability to retain and attract business clients

Connect With Us

For more information about Mobiliti Business, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



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