

CASE STUDY

Extraco Banks Goes Everywhere with Branch Anywhere™



“Branch Anywhere has enabled us to move toward our customers.”

- CAL STEVENS, VP & BUSINESS PROCESS IMPROVEMENT MANAGER,
EXTRACO BANKS

Cal Stevens, Vice President and Process Improvement Manager at Extraco Banks, summed it up in one sentence: “We’re much more outbound than we ever were before.” Stevens, an 18-year veteran at the bank, is describing the institution’s strategy in the current market as it responds to increased competition.

“Account acquisition is more top of mind at our bank now,” he says. The bank is currently leaning toward commercial lending, treasury management, and insurance accounts more than in the past. This puts them out in the community, where Branch Anywhere is a perfect tool. It gives remote employees direct access to their Jack Henry Banking® core.

Stevens says the bank favors Apple products, so key employees are issued iPads and iPhones with Branch Anywhere and they connect to their core system using a VPN. “I recall the days of having to come back to the bank and document conversations and remember to do certain types of maintenance on an account ... we don’t have to do that anymore. We can now use Branch Anywhere to stay more efficient while we’re outside the bank.”

SERVING CUSTOMERS IN ANY LOCATION

An important use for the product is servicing the bank’s premier clients. This is a special customer group that receives “white glove” service. That includes the freedom to call for assistance during non-business hours. “We never know when they will contact us or with what question,” says Stevens. “If they can’t do something on their own, they reach out to their customer relations manager.” That manager will have an iPad with Branch Anywhere installed. “We have many success stories about solving their issues with Branch Anywhere.”

A similar strategy is used in Extraco’s branch lobbies. iPads are assigned to working managers. Stevens says that these employees circulate in the lobbies looking for ways to assist customers if they need it. These employees don’t just greet customers. “They go beyond that and are able to troubleshoot or resolve issues right there,” he says. “Branch Anywhere has enabled us to move toward our customers.”

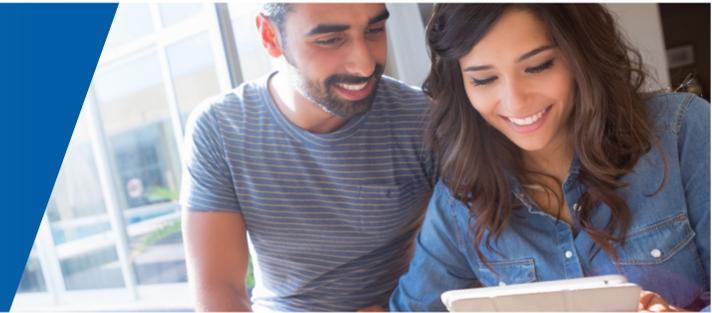
GAINING EFFICIENCY THROUGH IMMEDIATE ACTION

Using Branch Anywhere is consistent with the bank's overall focus on improving efficiency by intelligently managing processes. Stevens says that it simplifies the banking experience for employees. By increasing the bankers' capacity to work, it helps Extraco employ just the number of staff members they need as their business models evolve.

Part of that efficiency is the speed and immediacy provided by the app. "One thing I've found impressive with Branch Anywhere," says Stevens, "is the speed with which users can update contact information. A phone number or email address, or whatever you need to update; it's literally immediate. Same thing with card maintenance tasks – increasing limits, ATM withdrawal increases, date ranges, resetting passwords, or toggling card status – it's all impressively immediate. It's peace of mind for us when a customer wants something done now. We can say we've taken care of it without delay."

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USE CASES FOR MOBILE BRANCH TECHNOLOGY

Stevens describes some of the other tasks that are done remotely using Branch Anywhere:

- » **Account inquiries** for balances, check images, transactions, and financial statements. Stevens reports that check images (both sides), and deposit slips all come up quickly. "When you sit down with a person who has questions about something on their bank statement, being able to pull that up fast – not having to sit and wait – is incredibly useful and a good customer experience too. Branch Anywhere filters out transactions or checks nicely and quickly."
- » **Synapsys® customer relationship management.** At outside sales events, employees can add contacts and prospects. They can also update meeting events and set phone appointments. "We are very thankful to have Synapsys integration with Branch Anywhere. Our people say they love the user interface – it's butter-smooth."
- » **"Exception item processing"** is something our commercial lenders have to keep an eye on," Stevens says. "Having that available remotely has been convenient."
- » **Accessing signature cards** through integration with Synergy content management. The commercial group employees can pull up a signature card and see the document that goes with it. It helps them remember names and titles of clients as well.
- » "Our **consumer credit** division people are among the heaviest users of Branch Anywhere," says Stevens. They operate on the weekends because a lot of loan activity occurs when customers have more time to shop for cars, boats, and RVs. This department has had a great deal of success with Branch Anywhere, specifically for indirect lending. "They can quickly look at profitability, balance history, NSF history, and so on," Stevens reports. It's helpful for seeing the full customer relationship. Many more workflows are in the pipeline, such as ACH enrollment and maintenance, wire requests, and CDAR updates.

INSTITUTION

Extraco Banks

LOCATION

Temple, TX

WEBSITE

www.extracobanks.com

ASSETS

\$1.3 billion

FOUNDED

1993

ARMING THE UNIVERSAL BANKER

Extraco Banks is a believer in employing universal bankers. That's a combination of a teller and personal banker who is flexible enough to take on many roles and responsibilities. Stevens explains that as its business model changes, Extraco needs more of these outward-looking, customer-focused employees who can handle any issue. That's where Bank Anywhere shines. Even outside the bank, these employees have complete access to all facets of customer information and service. "It jibes with our universal banker model really well," Stevens says. "It's icing on the cake."

For more information about Jack Henry Banking®, call **417-235-6652** or email **askus@jackhenry.com**.