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FINANCIAL SOLUTIONS

DataTrade Division



"TeleLine/24 is now our largest single customer touch point."

Craig Sloan
Vice President

About First National Bank & Trust Company

Since its founding by Alvus Moffet in 1889, the bank has been managed by three generations of that family. Quoting from the bank history: "Alvus is noted for being a skilled bookkeeper and used systems quite sophisticated for his era. He had a background in farming and a working knowledge about profitable farming. Combining these assets with a growing reputation for fair dealing and a person whose confidence and advice could be trusted, Alvus was rewarded with increased banking business from the settlers in Pawnee County". The bank continues this tradition today. Using their voice response system as a community bulletin board is just one of them.

About DataTrade Division

DataTrade, a division of Goldleaf Financial Solutions, develops innovative software and technology solutions for automating financial processes. Since 1990 DataTrade has earned the trust and loyalty of more than 1,000 clients around the world from community banks to Fortune 100 companies. The company's product suite includes Merchant Capture, Branch Capture, Remittance and Lockbox Processing, Voice and Speech Response and Enterprise Report Management. DataTrade provides data conversion services to a broad array of financial institutions and to the technology vendors that serve the industry.

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First National Bank & Trust in Larned, KS \$69M Assets

Upgrade an old system or license a new one?

The First National Bank of Larned, KS ("FNB") faced a technology issue common to many financial institutions - whether to upgrade an existing application or replace it with the latest technology from a new vendor.

In FNB's recent case, both the bank and its vendor, Regency/S1 realized that the time had come to take some action regarding its voice response system that was antiquated and dated both in terms of hardware and software. The vendor's approach was to advise its customers that after a certain date they would no longer support the old system and would offer an upgrade to a new system. When the bank analyzed the cost/benefit of that offer, it became apparent that they should explore other voice response options currently available in the marketplace.

Bank Provides Community with Open Bulletin Board

The bank had a major requirement of its voice system. Since the bank's inception in 1889, it has always been an integral part of community life. FNB required a system that was flexible to not only handle regular banking information but also facilitate its traditional role as the town's leading community information touch point. FNB's community bulletin board covers everything from high school activities and grade school homework assignments to library and chamber of commerce information to the movie theatre hotline. Also, as the town has an agricultural based economy, current weather is of utmost importance to the farming community. The bank hosts a weather line based on data received from a weather station located on the bank's roof that updates information every minute.

After considerable market research, investigation and product demonstrations from five vendors, FNB decided to license *TeleLine/24*™ from Springfield, MO based DataTrade, LLC. The new system was acquired by the bank for about the same price as an upgrade from Regency/S1, and it included all the features it needed to handle the community bulletin board and weather station.



Seamless Implementation

The bank chose to install a four line system from DataTrade that would adequately handle the 4,000 to 5,000 calls it receives monthly. *TeleLine/24*™ interfaces to the bank's core processor DCI, based in Hutchinson, KS, for all current balance and transaction information.

Jane Fox, new account representative, said she was pleased with the way DataTrade handled the system installation. "The conversion was virtually seamless and without downtime; plus they converted all our history and PINS at no additional charge" she added.

The Bottom Line

Craig Sloan, vice president of FNB said that there were a number of reasons the bank selected DataTrade as their vendor of choice. "As well as handling our banking, community bulletin board and weather information, we needed a system that allowed us to easily change call flows and messaging." He said

"*TeleLine/24*'s advanced features provided us the means to use Voice Banking as our single largest customer service touch point. "Our bank now has a flexible marketing tool that can easily be changed by our staff to reflect market conditions", he said.

Looking towards the future, Sloan foresees the need for the addition of a Spanish library to the voice system to accommodate the increasing Hispanic population within the farming community. "DataTrade will provide us with this as soon as we are ready", he added.

Case Study



MERCHANTCAPTURE