Case Study

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Greer State Bank

Makes the Most of Business Process Management with ID Authentication

A locally owned community bank known for its friendly service, Greer State Bank aims to expand its customer base by capturing a larger share of the market aged 35 to 54. To help their relationship bankers maintain a personal connection with customers as in-branch traffic increases, the bank has implemented an advanced account opening and process management solution from Fiserv.

"We have a better opportunity to get to know our new customers, so we can recommend additional services to meet their needs."

With Business Process Manager for Premier®, a user-friendly workflow automates and simplifies each step of the account opening process, so bankers can interact more meaningfully with customers. Further enhancing this advanced functionality, Greer State Bank has also deployed the ID Authentication Interface. This interface streamlines the collection of account information by providing a secure link to ID scanners from Intellicheck Mobilisa, Inc., a leading company in wireless technology and identity systems.

Gaining Efficiencies

In July 2008, all of Greer State Bank's relationship bankers began using the ID Authentication Interface when opening new accounts. By quickly swiping driver's licenses and state-issued IDs through the scanners attached to their workstations, employees automatically retrieve the data stored on these cards, such as name, address and date of birth. This information populates the appropriate fields in Business Process Manager, so bankers can spend time visiting with customers and connecting with them rather than focusing on data entry during this important time.

"With the ID Authentication Interface, we have a better opportunity to get to know our new customers, so we can recommend additional services to meet their needs," says Bob Lee, vice president of information systems, Greer State Bank.

Enhanced Security

The ID Authentication Interface enhances security by providing instant information messaging about the authenticity of the ID. Employees receive alerts such as "ID is expired" and "ID issued in last 30 days." Banking staff are also notified if the ID has been tampered with or the format is invalid.

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Smooth Deployment

For Greer State Bank, it was a big plus that the ID Authentication Interface is quickly deployed. To set up the first scanner, the user selects a few administrative options and defines which forms of identification will be accpted. Additional scanners just need to be plugged in and registered with the system. The ID Authentication Interface is easy to use, which greatly reduces the time and expense involved in training employees.

The bank has plans to expand their use of Business Process Manager and the ID Authentication Interface to streamline additional functions, including stop payments, new address notifications and name changes.

True Partnership

When Greer State Bank first began searching for a replacement new accounts system, the ID scanners caught their attention even before the technology was available to be used with Business Process Manager. When Lee informed his technology advisors at Fiserv of the bank's interest in the scanners, the company began exploring the option of providing the technology, and now offers the ID Authentication Interface.

"By partnering with a company that really listens to their clients, we have the flexibility to suggest ideas, and Fiserv will make them work," says Lee. "We can concentrate on our business and leave the technology to the experts."

Client Profile
Greer State Bank

- A community bank headquartered in Greer, South Carolina
- $402 million in assets
- Four locations in South Carolina
- A Fiserv client running Premier in-house since 1989

Benefits of Business Process Manager and the ID Authentication Interface

- Save time during account opening by automating the process
- Reduce inaccuracies by minimizing data entry
- Focus more on customers and increase their satisfaction
- Boost revenue through cross-sales of additional products
- Reduce the risk of fraud from invalid IDs

Connect With Us

For more information about these and other business process management solutions, contact us at 402-421-4207 or visit www.premier.fiserv.com.

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