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## **Fiserv ITI Takes CRM to the Next Level for Community Banks; Two Banks Deploy New Comprehensive Customer Relationship Solution**

LINCOLN, Neb., Mar 08, 2006 (BUSINESS WIRE) -- Using Premier(R) Customer View software from Information Technology, Inc. (ITI), a unit of Fiserv, Inc. (Nasdaq:FISV), to track, maintain and share customer information from any desktop is helping First Community Bank and Trust of Beecher, Ill., and Citizens National Bank of Bluffton, Ohio, enhance their customer relationships and identify more profitable opportunities. Both community banks have deployed this comprehensive solution, which combines a contact tracking system with a customer relationship tool.

"You can't just deploy a piece of customer relationship management (CRM) software and suddenly say you're a customer-centric organization if that's not what you are," said Greg M. Ohlendorf, First Community Bank and Trust president and CEO. "As a community bank, we are first and foremost customer-centric, and Premier Customer View facilitates that focus by helping us determine which of our innovative products and services are best-suited for each individual customer. It's given us a huge competitive advantage."

At any time from a single workstation it can be determined which customer contacted the bank and when, and what sort of follow-up action was taken. In addition, the customized, flexible reporting and open database import and export options track the progress of sales campaigns to determine their success and the effectiveness of employee incentive programs. Premier Customer View also offers a cross-selling feature that matches products to customer profiles, increasing customer satisfaction and retention.

"We're able to effectively track customer contacts, prospects, marketing efforts and customer service levels in one integrated application," said Ohlendorf. "Not having to run a loan file to track recent events with a customer, or needing to look back on a string of e-mails is a big plus."

"Even as we grow and add branches, Premier Customer View has enabled our bank to maintain its 'community bank feel,' since customer contacts can be shared across our organization in realtime," explained Stacy Lauer, Vice President of Citizens National Bank. "Each query is another opportunity to better serve the customer and determine profitable relationship opportunities."

Lauer added the solution has also proved to be an excellent risk management tool. "Occasionally, an individual will play the 'branch game,' thinking one branch isn't aware of what the other branch is doing. Because our employees now have real-time customer information, we've been able to avoid potential financial loss situations."

Serving more U.S. banks and savings institutions than any other software and services vendor, ITI offers several core solutions, including the Premier and PCS Vision suites, as well as a broad range of supporting products and services. Founded in 1976, ITI works closely with some of the best-known technology companies in the world, and has grown to incorporate businesses and offices nationwide, including its Premier, Precision Computer Systems (PCS), Branch Automation, eSolutions, Digital Solutions, Decision Metrics and Professional Services operating units. A subsidiary of Fiserv, Inc., ITI can be found on the Internet at [www.itinw.net](http://www.itinw.net).

Fiserv, Inc. is a provider of information management systems and services to the financial and health benefits industries, including transaction processing, outsourcing, business process outsourcing and software and systems solutions. The company serves more than 17,000 clients worldwide, including banks, credit unions, financial planners/investment advisers, insurance companies and agents, self-insured employers, lenders and savings institutions. Headquartered in Brookfield, Wis., Fiserv reported \$3.7 billion in processing and services revenues for 2005. Fiserv was ranked the largest provider of information technology services to the U.S. financial services industry in the 2004 and 2005 FinTech 100 survey by the American Banker newspaper and the Financial Insights research firm. Fiserv can be found on the Internet at [www.fiserv.com](http://www.fiserv.com).

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