



Building a successful debit card program.

Texas State Bank leverages Elan Financial Services solutions to grow card activity.

Texas State Bank is a community bank serving East Texas with seven branches and six ATMs. An Elan Financial Services client since 2006, the bank utilizes a variety of Elan products and services. The My Mobile Money Access app, the surcharge-free MoneyPass® ATM Network and Debit Card Marketing all help Texas State Bank deliver a robust debit card program.

The bank's debit card program currently includes 3,500 open debit cards. The program has achieved high usage on a consistent year-over-year basis, setting itself apart as a best-in-class program. Recently Texas State Bank realized an enviable monthly average of 29.6 transactions per active card, 24% higher than the average transaction rate for all Elan debit card programs combined.

Assistant Vice President Torri Adams attributes the success of the bank's debit card program to a combination of factors. It helps that the debit card program is viewed as a strategic asset by bank leadership. Adams and her team understand that debit cards are both a convenient financial tool for members and an important income source for the bank.

Immediate card fulfillment helps drive activation.

An instant issue solution helps the bank get cards into the hands of customers as soon as their accounts are opened. "That way, new cardholders can use their card that evening or the next morning. They don't have to wait 14 days for their card and the pin to come in," says Adams. This capability also ensures the bank can quickly replace lost or stolen cards, helping cardholders avoid downtime and keep their cards in use. When a new card is issued, cardholders receive a letter that provides the card PIN, explains daily limits and lets them know they can use their card on the surcharge-free MoneyPass ATM Network. The envelope also includes a buck slip promoting the features of the My Mobile Money Access app, with instructions on how to download the app to a mobile phone.



HIGHLIGHTS

Texas State Bank:

- 7 branches
- 3,500 open cards
- Mastercard Issuer
- Elan client since 2006
- Elan services being used: MoneyPass ATM Network, Debit Card Marketing and My Mobile Money Access app.

Business Objectives:

Grow activation rates and debit card usage, with a focus on no- and low-use cardholders. Increase awareness and usage of fraud prevention mobile technology tools.

Benefits Achieved:

Increased debit card activations and transaction rates have yielded a year-over-year increase in interchange income for the bank. Widening adoption of the My Mobile Money Access app is helping prevent card fraud loss.



Debit card management app engages cardholders.

The My Mobile Money Access app allows cardholders to manage their debit card on a mobile phone. Cardholders can download the app and use it to check balances and perform fraud prevention functions such as turning a card off and on and assigning location and transaction alerts. Adams is committed to getting higher penetration rates for the mobile app, which she views as a cardholder convenience and valuable tool to help thwart fraudulent use of lost or stolen cards. As Adams sees it, cardholder mailings to encourage use of the app are a wise investment for the bank. “If one person can stop fraud on their card, the cost of sending the postcards is more than worth it.”

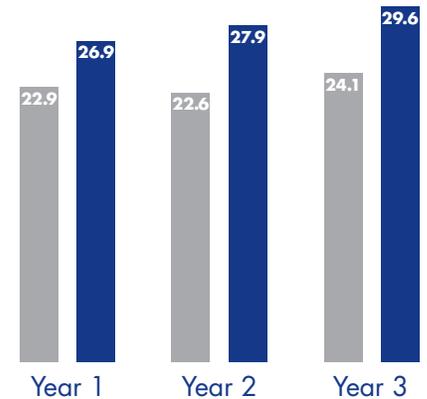
Debit card marketing helps boost activations and transaction rates.

Letting cardholders know the full benefits of their Texas State Bank debit card is a key component of the program’s success. Because the bank does not staff a dedicated marketing department, Adams relies primarily on marketing support offered by Elan to get the word out. Using the Elan Marketing OnDemand (MOD) site, she can customize and order a variety of creative marketing materials to drive awareness of the bank’s debit card program. “Elan does a great job giving us the tools to help us stay in front of our cardholders and remind them of our role in their lives and their wallets,” says Adams.

When participating in seasonal marketing campaigns, Adams targets audiences that need encouragement to use their Texas State Bank debit card. With the help of Elan Debit Card Marketing Coordinator Patrick Sill, she can easily generate a mailing list of individuals with few or no transactions. The bank has experimented with incentive and educational marketing options and seen equally good results with both. Participation in the Elan holiday marketing campaign helped the bank achieve up to 253% lift.

“Texas State Bank recognizes the value of Elan as a partner and trusts the recommendations that I provide to them to enhance their portfolio of business. Debit Card Marketing is one of the easiest ways to increase financial institution revenue. The results have been amazing for Texas State, prompting them to participate in the program multiple times,” says Matt Blaede, Elan Relationship Manager.

Debit card activity
Average POS transactions per active card



■ All participating financial institutions
 ■ Texas State Bank

Texas State Bank has realized gains in interchange income year-over-year thanks to its multi-pronged approach to debit card marketing.

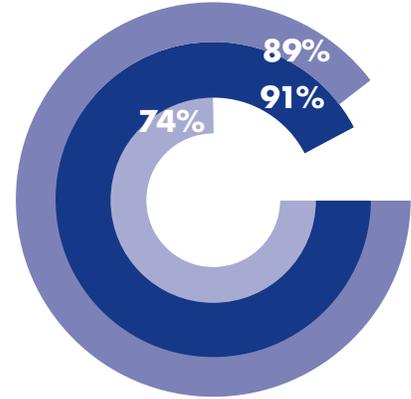




Pairing technology with personal service.

The bank serves many customers who reside in rural locations and use a dial-up Internet connection. These cardholders tend to prefer a more traditional, personal approach to banking. Texas State Bank is committed to meeting all of their customers' needs and preferences. "We need to continue to offer a mix of the right technology and hands-on customer service for those that still want to come into the branch and be greeted by a teller who knows them by name and asks about their dog or their grandkids," says Adams. Personal interactions on the phone and in the branch are helping the bank gradually encourage technology trial among late adopters. Friendly, accessible customer service has helped Texas State Bank excel in the community.

With support from Elan products and services, Adams is confident the bank will continue to deliver a highly successful debit card program that serves the people of East Texas.



Data collected by Elan shows that financial institutions participating in its 2015 - 2017 seasonal marketing campaigns achieved 74%, 91% and 89% average lift respectively

For more help identifying best-in-class practices for your financial institution, contact your Elan Relationship Manager or call 800.343.7064. You can also visit our website at elanfinancialservices.com

