

FOCUS

Your Financial Marketing Newsletter
January 2007

Remote Success

Who hasn't heard about Remote Deposit Capture (RDC)? It's the one payment processing channel of 2007 that will add fee income, add value to existing customers, strengthen customer ties to the bank, build new business relationships and reduce bank operating costs over time. Not to mention the many benefits to the customer. Not convinced? A recent BAI study found that 57% of businesses would be using RDC by 2008. That's next year—which means the time to offer RDC to your customers is now.

Major banks have launched strong RDC campaigns and may be calling on your customers today. However, community banks can come out on top by adopting the technology and promoting the service early. Now is the time to stake your claim, and here are some marketing ideas to get you started.

Educate your customers. Identify RDC product specialists within the bank for customer calls and staff training. Create online demos and printed sales support materials with clear instructions for RDC use. Be sure to present the cost savings—showing a company how it can save money with RDC. Web graphics can explain the process step by step.

Sell electronic products through electronic channels. Most RDC prospects will look for this service on your website. When added to your home page, RDC descriptions will appear on search engines. Make it easy to find all the answers by linking to an RDC sub-page.

Turn website inquiries into leads. Provide a dedicated link page that allows prospects to ask for information and set banker appointments. Direct all email inquiries to a personal email address within the bank. Follow up immediately.

Think packaging. Offer a free trial period to overcome objections from qualified prospects. Bundle hardware and software costs to reduce upfront costs. Offer both monthly pricing and purchase plans. Keep supplies of equipment on-hand for same-day setup.

Call for expert marketing advice to capture this market! For more ideas to market and position the RDC product, call The Genesis Group today at 800-725-3800.



Melissa Kinion, CEO
800-725-3800
MKinion@forGenesis.com