

First Financial Bank

Loan Refinance Marketing Program Generates Millions in New Loans

Background

For 124 years, First Financial Bank has served the financial needs of generations of families, professionals and business owners. With assets of \$5 billion, the institution comprises 12 regional banks with 60 locations across Texas. Recently, First Financial Bank was recognized by *Bank Director Magazine* as the #3 best performing bank in the nation in the \$1 billion to \$5 billion asset category.

Challenge

While First Financial Bank has performed well for many years, the institution suspected that there was still high potential for growth, particularly in its loan portfolio.

By analyzing the bank's customer base, Harland Clarke identified First Financial Bank account holders who had auto or mortgage loans with competing institutions. The analysis also identified the remaining balance of the loan, as well as the current interest rate.

More than
\$11 million
in new loans

Deeper
relationships
with existing
account holders

Cost-effective
loan portfolio
growth

The potential loan refinance opportunities were significant. To entice these account holders to consider a refinance with First Financial Bank, the bank needed a fast, effective way to reach them with the right offer.

Solution

Harland Clarke's Refi Genius™ customized loan refinance program fit the bank's needs perfectly. Designed to reach the bank's account holders who held loans at competing institutions with a preapproved "lower payment" offer, the Refi Genius program:

- Identified which of its account holders with loans elsewhere met First Financial Bank's underwriting criteria for the same type of loan.
- Assessed the length of time left on the loan, as well as the outstanding balance to remove those with a pay-off threshold that was too low.
- Automatically generated a preapproved loan mailer offering an "as low as ..." percentage interest rate and a \$100 cash bonus for refinancing with First Financial Bank.

Results

The Refi Genius program identified First Financial Bank account holders with loans elsewhere and sent them customized refinance offers, which generated hundreds of applications.

In its first 12 months, the campaign generated more than \$11 million in funded loans, which included \$5.5 million in mortgage loans, more than \$3 million in auto loans, and more than \$2.3 million in home equity loans. In addition, there are nearly \$3 million in applications still in process. The program obviously paid for itself many times over.

What This Means to You

Selling new products to existing account holders is one of the best ways to reduce attrition and increase loyalty. Plus, it's cost effective: the cost of selling an existing customer a new product or service is about 10 percent of the cost of acquiring a new customer.¹

First Financial Bank is one of several financial institutions around the U.S. that has implemented Harland Clarke's Refi Genius program with outstanding results.

The program provides a highly efficient way to re-engage customers and offer them something they value. A program like this helps you take advantage of several elements that are essential to loan cross-selling.

More products = more loyalty. By capturing your account holders' business across multiple products and services, you can improve engagement and deepen customer relationships.

Account holders like hearing from you. Account holders want to hear from you about services that will benefit them. Communicating relevant offers makes them feel known and valued. The refinance program reaches your loan-holding account holders with great news from you — a preapproved loan offer, plus, a \$100 bonus.

Savings are always welcome. Harland Clarke's data analysis also estimates how much the account holder would save per month by refinancing with your institution, based on the loan's current balance and interest rate. By touting this on the mailer — "save up to \$x per month on your loan payments" — the offer becomes even more specific and compelling.

Opportunity knocks. Personalized communication with account holders underscores your service

philosophy and builds top-of-mind awareness.

Implementing Harland Clarke's Refi Genius loan refinance program takes the guesswork out of marketing mortgage, auto, home equity and HELOC loans to your current account holders. Let us help you quickly reach your account holders with good news — a preapproved loan offer ... and a bonus.

Institution size, assets, campaign results and statistics based on client data. Many variables impact marketing campaign success. Information on earnings or percentage increases that is contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.

To learn how Harland Clarke can help your financial institution with a comprehensive loan marketing approach, call **1.800.351.3843**, email us at contactHC@harlandclarke.com or visit harlandclarke.com/RefiGenius.



Harland Clarke's Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.

Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.

Acquisition

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

Onboarding

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

Cross-sell

Increase the number of household products to capture full profit potential

¹ Harland Clarke marketing campaign data