

Increase Check Order Capture and Engage with Customers From Day One with a Digital-First Check Program

# Your Goal for Every New Account Is to Capture That First Check Order

Many financial institutions miss out on the opportunity to capture check orders at account opening largely due to the complexity of check programs and the ordering experience.

## ChecksCX Is Check Ordering Made Easy

**Boost check order capture** by delivering an easy and personalized digital buying experience that's perfect for today's mobile-first consumer.

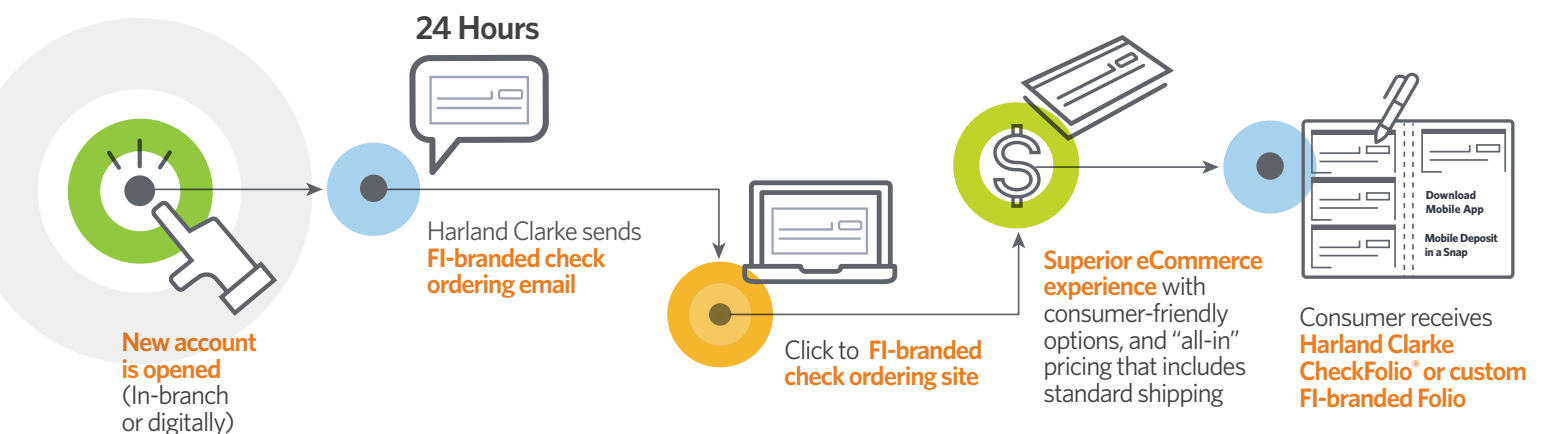
**Improve check program profitability and reduce operational costs** by optimizing digital channels for first check order capture, check order reminders, and a seamless and simple check ordering platform.

## How ChecksCX Works

Within 24 hours of every new account opening, customers receive a branded email, that's personalized and mobile-friendly, reminding them to order checks.

Customers who need to order checks are directed to our optimized, Amazon®-like eCommerce experience site, where they will find simplified product offerings and pricing options that fit their needs.

As part of the ChecksCX digital customer engagement, customers have the option to receive reorder reminder emails alerting them when it's time to reorder checks, based on their previous order.



**70%** of customers still write checks, yet financial institutions only capture **30%** of total check orders\*

\*Harland Clarke 2019 Data

# Check Customers Receive Next-Level Engagement

All check orders are delivered in our *innovative check delivering packaging* that doubles as a hard-working engagement tool.

## Brand Recognition Opportunity

Engage your customers, *reinforce your brand*, and put your check package to work for you each time customers write a check. With your financial institution's custom artwork, logo and messaging, your check package instantly maximizes the customization benefits that increase brand outreach and engagement.



Ordinary check packages only deliver checks. Harland Clarke delivers quality check products in our *patented CheckFolio® plus package customization options* that broaden your brand recognition opportunities — without tapping into your marketing budget.

## Improved Online Check Ordering for Customers and Branches

We've optimized the user experience in our customer online check store and branch ordering portal to deliver a superior eCommerce experience. Ordering checks online is easy and seamless for customers and staff with streamlined product choices, flexible order quantities, all-inclusive pricing with standard shipping, and more.

## ChecksCX Is the Model of Efficiency and Productivity

We've modernized our pricing and product model to give you the flexibility to manage check design, orders, discounts and waives, while our fully managed service reduces the time your staff spends managing checks.



## Five Ways ChecksCX Builds a Better Customer-Brand Relationship

1. Timely initial check order reminder email
2. Simplified check products and pricing that fit their needs
3. Seamless and simple online check (re)ordering
4. Crisp, clean, classy check delivery packaging
5. It's feel-good banking!

Get the full details of how ChecksCX utilizes a digital-first strategy to increase check order capture, drive profitability and deliver quality engagement to today's digital-first customer.

### THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy drives everything we do. We help you better engage with your customers to keep you first in their minds. It is as true today as it has been for over 145 years.

Count on us for strategic, high-performance solutions designed to deliver superior customer experiences. We put our expertise, business insight, and best practices to work for you, driving bottom-line results every time.

Call **1.800.351.3843**  
Email **contactHC@harlandclarke.com**  
Visit **harlandclarke.com/ChecksCX**