

HARLAND CLARKE
/CHECKSCX™

VERICAST

INCREASE CHECK
ORDER CAPTURE
AND ENGAGE WITH
CUSTOMERS FROM DAY
ONE WITH A **DIGITAL-
FIRST CHECK PROGRAM**



EMAIL

now

Hi Emma,
Don't forget to order
your checks today!

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.

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 It 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 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*

*Vericast 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. We deliver 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.

A 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.

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FIVE WAYS TO BUILD 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 a digital-first strategy can increase check order capture drive profitability and deliver quality engagement to today's digital-first customer.

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