

Count On Us To Deliver For You



HARLAND CLARKE®

Why Harland Clarke?

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.

With Harland Clarke as your partner, you have a single, trusted resource dedicated to executing on your business strategy and supporting your long-term success.

We are a partner you can count on.

Harland Clarke brings the right talent, energy and resources to help you reach your goals. We are industry veterans who have walked in your shoes, and you can count on us to deliver every step of the way.

Our high-performance culture is grounded in a discipline of quality assurance, process orientation and flawless execution. We are committed to bringing our best — to fill gaps in your ability to execute, improve efficiencies and deliver the results you need and expect.

Count on us for customer experience solutions that give you a competitive advantage:

- **Checks** - Increase the profitability of your check program
- **Acquisition** - Grow loans and deposits with a smart approach
- **Conversions** - Transform high-impact events into high-value experiences
- **Contact Center** - Augment your capabilities with flexible, high-touch support
- **Cards** - Stay ahead of the curve with the latest technology
- **Direct Mail** - Put high-quality communications into consumers' hands
- **Digital Advertising** - Move consumers from online ad to action
- **Cash Management** - Optimize deposit processes and security
- **Promotional Products** - Build valuable brand recognition

That's what you want. And that's what we do.

I want to ...
increase the
profitability of
my check program.



Engage customers from day one.

70% of account holders still write checks, yet financial institutions capture only 30% of total check orders.¹

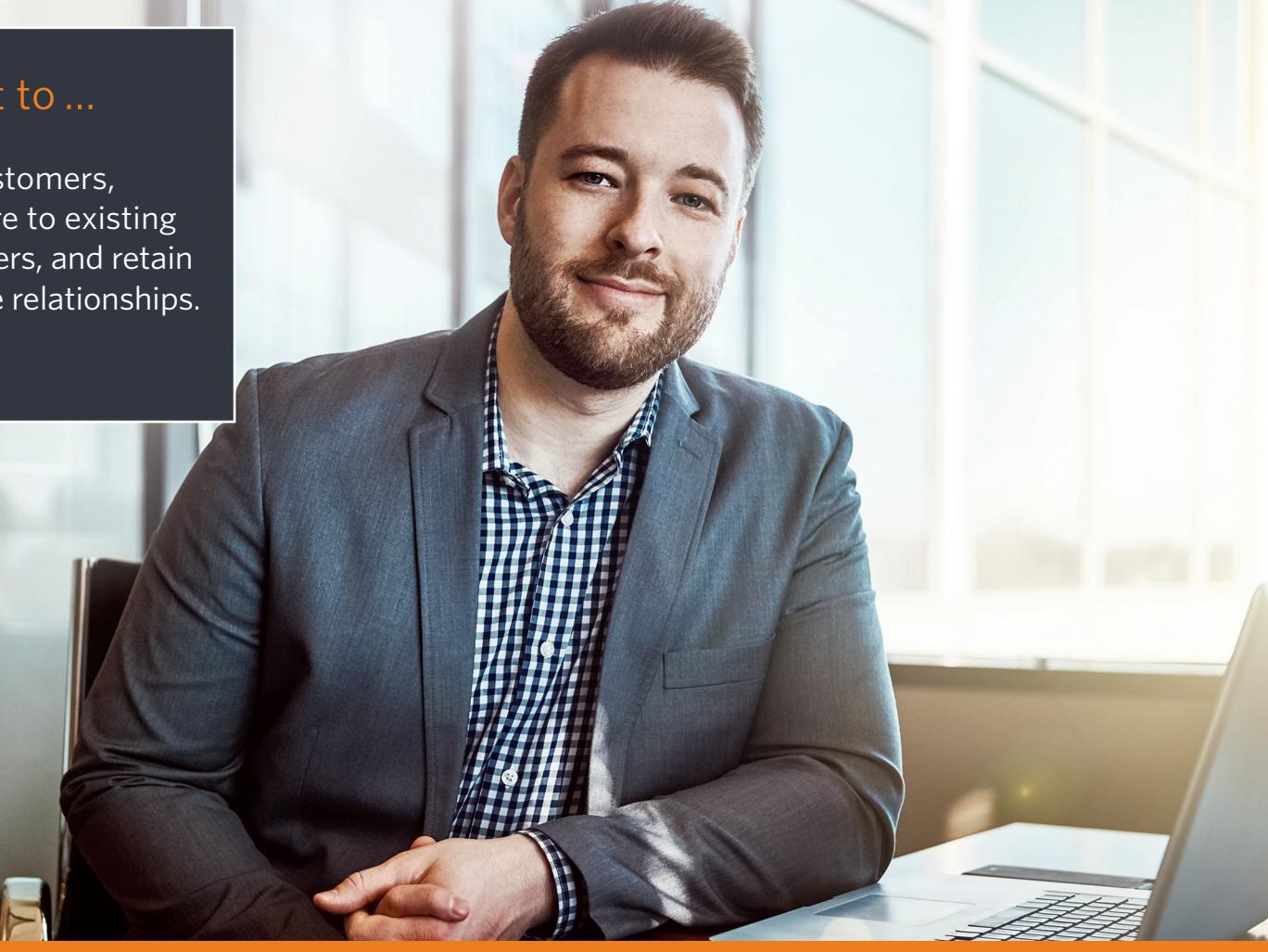
Many institutions miss out on the opportunity to capture check orders at account opening largely due to the complexity of check ordering platforms.

ChecksCX™ offers a seamless customer and branch check ordering experience. Our simplified program improves operational efficiency, increases check order capture across channels and is designed to align with the way consumers do business today. Our checks are armed with industry-leading security features, while also delivering additional brand touchpoints through our patented CheckFolio™, with customization capabilities to increase awareness of your financial institution brand.

The CX Advantage: Customers get timely access to checks, an essential banking tool, capturing more orders upfront.

Checks  CX™

I want to ...
bring in
new customers,
sell more to existing
customers, and retain
valuable relationships.



Engage the right consumers for your institution at the right time.

Financial institutions that lead in CX have a higher recommendation rate, higher share of deposits, and greater likelihood that customers will grow their portfolio of new products and services.²

The financial services environment has never been more competitive. Acquiring low-cost core deposits, lucrative loans and high-yield customers is essential for long-term growth.

AcquisitionCX™ takes a data-driven, strategic approach to deposit and loan acquisition. Using proprietary data analytics and robust modeling techniques, we identify prospects who match the profile of your best customers. Then we send them highly personalized offers with high-quality creative and materials.

The CX Advantage: Customers receive relevant offers from you for the products they need, when they need them.

Acquisition ™

I want to ...
transform high-
impact change
events into high-
value customer
experiences.



Engage when it matters most.

17% of acquired customers switch at least one of their accounts to another institution — 64% make the switch *within the first month*.³

Mergers and acquisitions. Digital platform conversions. With change comes challenge. But when managed effectively, these high-impact events are opportunities to not only stem attrition, but also create high-value customer experiences and position your brand for long-term success.

ConversionCX™ provides skilled resources, proven best practices and expert contact center support to ensure a smooth transition experience for you and your customers.

The CX Advantage: Customers feel prepared for and supported throughout the transition, boosting their satisfaction with and loyalty to your financial institution.

ConversionCX™

I want to ...

ensure an exceptional
customer experience,
every time.



Engage customers with a personal touch.

**Great contact center experiences boost
brand recommendations by as much as 163%.⁴**

In today's customer experience economy, growth and customer satisfaction are inextricably linked. The contact center is one of the few opportunities for a personal touch — so it's vital to your overall success.

ContactCenterCX™ delivers award-winning, fully customizable inbound and outbound support for short-term Burst events or ongoing programs. We are the brand beside your brand, increasing your agility, bandwidth and core strengths, so you can focus on what you do best. Our contact center specialists are skilled at white-glove support and providing a personal touch with every interaction.

The CX Advantage: Customers know their satisfaction is a priority for your financial institution when their questions or issues are resolved quickly, courteously and professionally.

ContactCenter  CX™

I want to ...
strengthen brand
awareness and grow
revenue.



Engage with every purchase.

Boost card activation by 89%.⁵

It's crucial to maximize every engagement tool at your disposal to drive brand awareness and revenue. Yet, many institutions fail to leverage their card program as a key customer engagement opportunity.

With a full suite of services designed to engage customers, CardsCX™ gives you a competitive edge. From instant issuance and manufacturing, to personalization and prepaid cards, and the latest card technology, including dual-interface cards, CardsCX combines superior service and deep experience to build a card program tailored to your goals and brand strategy.

The CX Advantage: Customers are delighted with cards that exceed their expectations for delivery, speed, personalization and choice.

CardsCX™

I want to ...
execute a direct
mail program with
outstanding results.



Engage consumers, better, with direct mail.

90% of direct mail gets opened.⁶

Direct mail is a powerful marketing tool for financial institutions that want to connect with customers and prospects. It's where experience and commitment matter.

Harland Clarke has the extensive knowledge, state-of-the-art digital technology, end-to-end capabilities, and strategic partnerships necessary to flawlessly plan, create and execute the most complex, high-volume direct mail campaigns — cost-effectively and on schedule.

Whether a simple postcard, letter or multi-touch campaign, we are committed to consistently delivering on your expectations, giving your financial institution a competitive advantage.

The CX Advantage: Customers and prospects are more likely to respond after receiving a personalized offer they can hold in their hand.

DirectMail ™

I want to ...
move consumers
from online ad
to action.



Engage the right consumer at the right time on the right device.

**77% of marketers lack the comprehensive view of consumers needed
to create more relevant, personalized experiences.⁷**

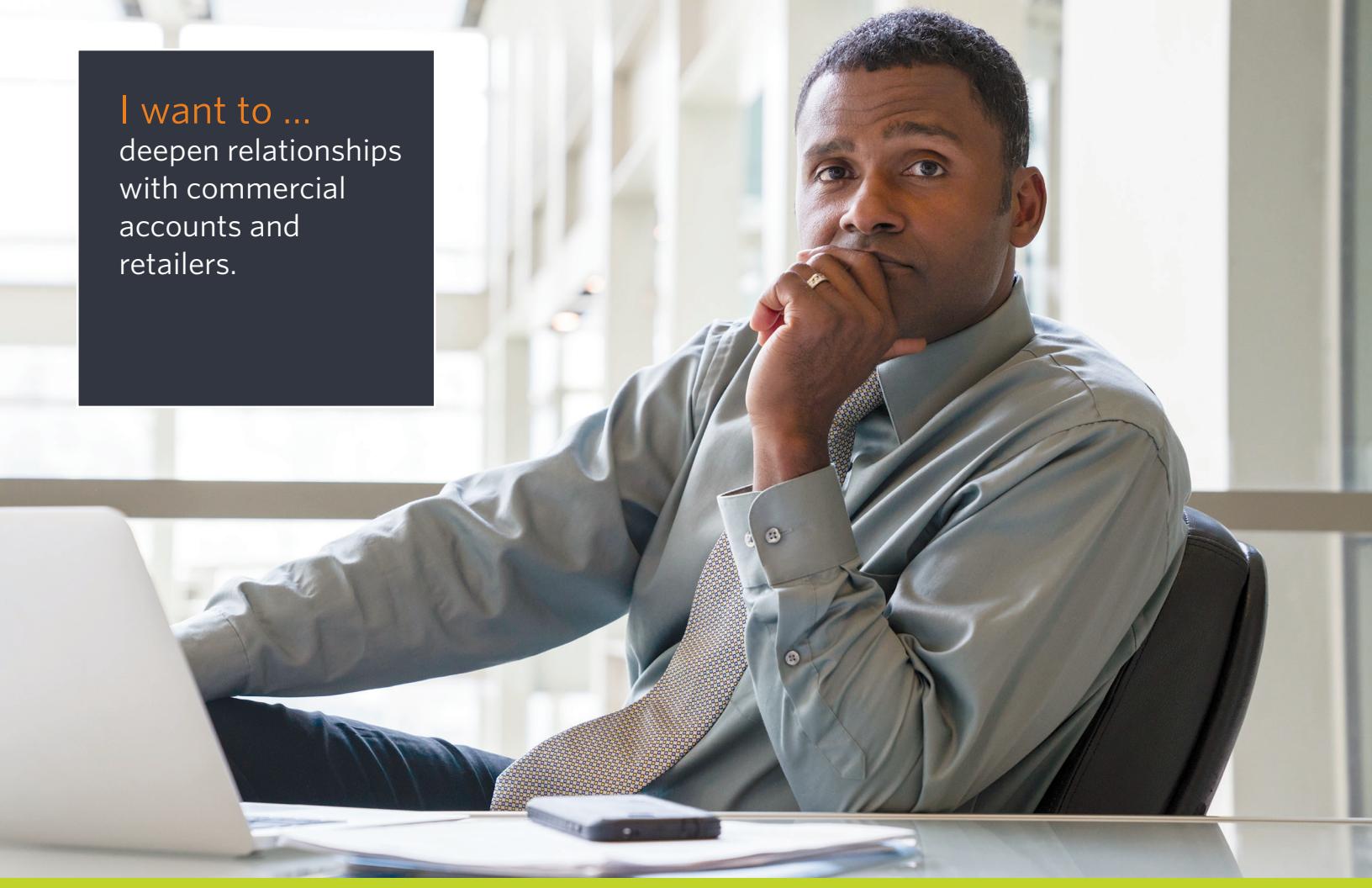
Consumers have so many choices to make and paths they can take to discover, learn, purchase and experience a brand. Engaging consumers when, where and how they want to be reached is only part of the challenge. Understanding consumers — who they are, their interests and behaviors — is fundamental to capturing attention and growing your business.

DigitalCX, powered by Valassis, moves consumers from online ad to action. With Harland Clarke, financial institutions can leverage deep insights into consumer interests, browsing behaviors, and purchase experiences to predict intent and pinpoint individuals who are most likely to respond to your marketing campaigns.

With DigitalCX, you can harness the power of consumer intelligence to turn online engagement into a true competitive advantage.

The CX Advantage: Consumers receive messages relevant to their needs, building brand affinity and keeping you first in their minds.





I want to ...
deepen relationships
with commercial
accounts and
retailers.

Engage them by helping them run their business better.

**Businesses that minimize wasted time and money
are more profitable.**

Commercial customers struggle to ensure cash and equivalent deposits get to the right place at the right time securely, not to mention the challenge of making deposits across numerous locations to hundreds of financial institutions.

CashCX™ cash management supply helps businesses improve efficiency and control bank fees. It provides business financial forms and products, as well as an extensive range of technical device cleaning supplies to keep your payment and transaction-related equipment running efficiently, for less downtime and a better customer experience.

The CX Advantage: Customers resolve a key business challenge and gain a trusted, go-to resource for financial supplies, cash handling support and more.



I want to ...
add value for
business customers
and open a new
revenue source.



Engage them by helping them promote their brand.

Promotional products are the most effective advertising tool for prompting consumer action.⁸

Businesses and organizations constantly search for new ways to connect to their audience and promote their brand, but standing apart from the competition is tough in today's environment.

PromoCX™ is a brand engagement solution for promotional marketing products that improves brand consistency and control. Its fully-managed platform is easy and convenient for businesses — we even manage production and delivery — while creating an additional revenue stream for you.

The CX Advantage: Customers get access to an efficient marketing tool for building valuable brand recognition and the simplicity of working with a single vendor.

PromoCX™

Your
Trusted
Partner
for over 145
Years



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or visit harlandclarke.com