



Suresh Ramamurthi

Background

- ▶ Small Community Bank (120 years Old)
- ▶ Town is declining with a population of 700 down from 2000 in the turn of the last century
- ▶ The businesses standing in the community are
 - ▶ Post Office
 - ▶ Funeral Home
 - ▶ The Bank
- ▶ Bank focuses on
 - ▶ High Touch Locally
 - ▶ High Tech Globally



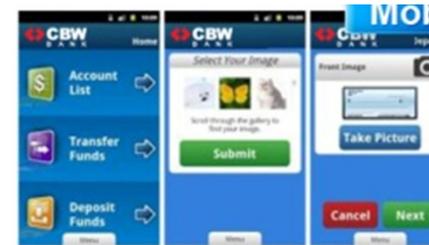
High Touch

- ▶ High Touch
 - ▶ High ratio of tellers (locally recruited) to walk-in customers
 - ▶ Average customer spends 5-10 minutes in the bank chatting up tellers
 - ▶ Tellers have alerted the bank to several potential fraudulent activities
 - ▶ New loans and new referrals locally
- ▶ Results
 - ▶ Bank deposits are stable after new management
 - ▶ Small dollar loan originations continue to be stable
 - ▶ Management learning on customer needs and behaviors that can be applied globally



High Tech

- ▶ Bank has partnered and piloted on several technology driven products and services including
 - ▶ Mobile Check Deposit
 - ▶ A no-fee prepaid card
 - ▶ A mobile remittance product
 - ▶ A mobile only banking product
 - ▶ A innovative multi-generational gift product
- ▶ Results
 - ▶ Staff (the same tellers) are also familiar with the complex processes to integrate the high tech products
 - ▶ Bank has developed (internally) training programs for compliance officers and operational staff
 - ▶ As the cycles of innovation continue, Bank's repository of knowledge on what works and "what does not" gets richer.
 - ▶ Bank is better prepared to serve the underbanked leveraging technology.



Thank You