



6th Annual Branch Banking Symposium
Loews Coronado, San Diego
May 7-9, 2008

Increasing Revenue and Business From Your Branch Network

This session will cover Checking Acquisition as well as Customer Optimization. In Checking Acquisition, this strategy significantly increases branch traffic while the bank profits from increased new checking households, increased profits, and increased ROI. In Customer Optimization, we will discuss how checking acquisition can be complimented with a program strategy wrapped around optimizing the customer sales at the branch. We are going to demonstrate how to increase cross-sell and up sell of customers while they are sitting at the platform desk opening up an account after responding to our checking acquisition program. We will discuss the use of incentives to influence customers buying behaviors while in the sales process at the branch.

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