

Case Study



Traverse City State Bank

Tapping the Power of ACCEL/Exchange®

When a growing community bank in Traverse City, Michigan was seeking to cut its debit network processing and participation costs, and receive a better customer service experience from its network vendor, it turned to ACCEL/Exchange.

True to its "Thrive Here" motto, Traverse City State Bank believes that community success depends on investing in the local businesses and people who help it grow. The bank's focus is to build asset growth by providing customized service to those living and working in the Grand Traverse Region. Headquartered in Traverse City, Michigan, the bank has assets of \$182 million and 82 employees working in four full-services branches.

Seeking Lower Costs and Better Customer Service

In the fall of 2009, Traverse City State Bank was on a different debit card processing network, but dissatisfied with both the pricing and invoicing processes. In addition, the bank felt that it was receiving very little, if any, customer service. Nancy Haller, VP of IT, Security and Compliance for Traverse City State Bank, explains: "Among other things, our biggest issue was trying to get into the system to get our billing. We were getting billed through a correspondent, and the bank had to sign up for the billing correspondent's reporting to get the network bill. It took four months to even get onto the system." Trying to go to the network vendor did not seem to help with the billing confusion. "I didn't get a lot of attention from the network provider. We were too small for them to care, I guess," states Haller.

Traverse City State Bank was already a Fiserv client, utilizing fraud and risk solutions EnFactSM,



Client Profile

Traverse City State Bank was founded in 2000 as a Michigan banking corporation. The bank is a wholly-owned subsidiary of TCSB Bancorp, focusing on the investment in local businesses and people of the communities it serves.

- \$182 million in assets
- 4 branch locations with 82 employees
- 4,157 active debit cards, 573 active ATM cards
- A client of the EnFactSM, TranBlockerSM and CardTrackerSM risk solutions from Fiserv

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TranBlockerSM and CardTrackerSM from Fiserv. The Fiserv Relationship Manager suggested that Haller consider ACCEL/Exchange as a debit card network payments solution. Haller says the bank was impressed with the ACCEL/Exchange pricing structures, the ease of understanding the invoicing and, most importantly, the level of customer service it received from Fiserv. The bank switched to ACCEL/Exchange in January of 2010.

A Smooth Transition to ACCEL/Exchange

Haller states that the bank's biggest initial concerns about the transition away from their previous network and onto ACCEL/Exchange were centered on customer service for bank cardholders. "In January of this year, we were nervous thinking that the bank was about to go through this conversion. We certainly didn't want it to affect our customers negatively. It can be scary."

Those concerns were quickly put to rest by the Fiserv implementation process for ACCEL/Exchange. Haller says, "Fiserv made the conversion process over to the ACCEL/Exchange Network so easy for us. They did everything—it was so simple for our bank and, more importantly, it was seamless for our customers." In fact, in the six months since the conversion to ACCEL/Exchange, Haller says the bank has not had to deal with one customer debit transaction issue regarding the implementation or card processing operation with ACCEL/Exchange.

The Right Decision

Already a proponent of risk solutions from Fiserv, which have significantly cut down risk for the bank, Haller says the decision to move to ACCEL/Exchange has been a good one. "Customer service has been wonderful—our Fiserv representative is right on top of things. There are no issues and our network invoices come directly to us, which means that we don't have to spend our time tracking down charges."

Challenge

Traverse City State Bank was seeking a new debit card network business partner as a cost cutting measure and to build a stronger business relationship.

Solution

The bank was already a Fiserv client, utilizing fraud and risk solutions EnFact, TranBlocker and CardTracker from Fiserv. The Fiserv Relationship Manager suggested that Traverse City State Bank consider ACCEL/Exchange from Fiserv as a debit card network payments solution. The bank was impressed with the pricing structures, the ease of understanding the invoicing, and most importantly, the level of customer service it received from Fiserv. The bank switched to the ACCEL/Exchange Network in January of 2010.

Results

While it is too soon to track specific cost savings, the bank is enjoying the level of customer service it receives regarding ACCEL/Exchange. Initially concerned that the change over to ACCEL/Exchange from the previous network would disrupt the bank's cardholder experience, there has not been one customer debit transaction issue regarding the implementation or card processing operation using ACCEL/Exchange.

Connect With Us

For more information about ACCEL/Exchange, contact us at 800-888-0085 or visit www.fiserv.com.



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