

Case Study



HCSB

Increased Efficiencies with Operational Review for Precision

Aiming to implement more automated processes and make better use of the software features and functionality available in its Precision bank platform, HCSB turned to Fiserv and Operational Review services.



To reinforce and expand the software knowledge of its bank staff, HCSB utilizes periodic Operational Reviews. As part of this on-site analysis, a Fiserv representative comes to HCSB to work directly with staff to answer questions, clarify procedures and make suggestions for improvements.

“The Operational Review is a way for us to improve how we use Precision, and to gain efficiencies in our processes,” says Carolyn Baker, executive vice president of HCSB. “It’s important for us to leverage the expertise of the Fiserv education staff, who know both the application and how other banks are solving the same issues we’re encountering.”

Customized Analysis

Financial institutions that employ Operational Reviews note increased comfort with the software, as staff from the teller line to the executive suite becomes more familiar with features and functionality. Before employing Operational Review, HCSB employees were dependent on manual input and staff intervention in processes that did not require daily touches.



A STATE BANKING ASSOCIATION

Client Profile

Originally chartered in West Texas under the name Hale County State Bank, and later also doing business in the Hill Country west of Austin as Hill Country State Bank, HCSB has experienced steady growth since its inception in 1934. Headquartered in Plainview, Texas, the \$322-million bank now has more than 100 employees and seven locations.

HCSB is one of the most respected independent community banks in Texas. In 2009, the bank expanded its wealth management offices, underscoring HCSB's commitment to solid trust and wealth management services.

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Since 2007, HCSB has leveraged multiple reviews to maximize knowledge of software enhancements and take advantage of on-site instructional opportunities. With each analysis, a Fiserv representative collaborates with the bank to establish an agenda prior to the visit. Typically, an on-site analysis is completed in three days or less; HCSB utilizes an extended annual review schedule of five days.

"We use our Operational Reviews as training sessions," says Baker. "I keep a file all year of things that I don't understand, or think we need to know more about so we can get the most from our review, and our credit services supervisor does the same."

A More Efficient Loan Process

Improved efficiencies are most evident in HCSB's automated loan processes, according to Cindy Elder, vice president of credit for HCSB. "There was a lot of frustration from staff over manual processes I knew Precision could automate." Through Operational Review, bank staff learned how to perform automatic reversals, for instance.

Elder works closely with the Fiserv representative during reviews, and brings in staff from the loan department for questions and training. The representative not only demonstrates functions on the bank's system, but also makes suggestions for future technology enhancements. "After our first review, I heard from staff throughout the bank who said they received wonderful insight to the inner workings of the Precision system," says Elder. "Operational Reviews keep us up-to-date and help us get the most from our technology investment."



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Challenge

A Fiserv client processing in-house on Precision, HCSB was not fully utilizing the bank platform to automate tasks, reduce staff touchpoints and enhance efficiencies. To improve procedures, maximize productivity and stay current with new functionality, HCSB routinely takes advantage of the Precision Operational Review service.

Solution

A Fiserv representative works closely with HCSB staff before, during and after the Operational Reviews, conducting onsite, customized analyses of the bank's operations. The reviews provide training on specific topics, reinforcement of software knowledge, assessment of daily procedures and processes, and suggestions for improvement. Operational Reviews are available for core account processing on the Precision bank platform, Director for Precision and Integrated Teller for Precision.

Proof Points

HCSB has realized significant returns on its Operational Review investment:

- Improved efficiencies for end-of-day processing and file transfers
- Increased automation of loan processes
- Expanded usage of the features and functionality of the Precision system
- Doubled staff usage of Knowledge Central

Connect With Us

For more information about Operational Reviews and other Education Services for Precision, contact us at 605-362-1260 or visit www.precision.fiserv.com