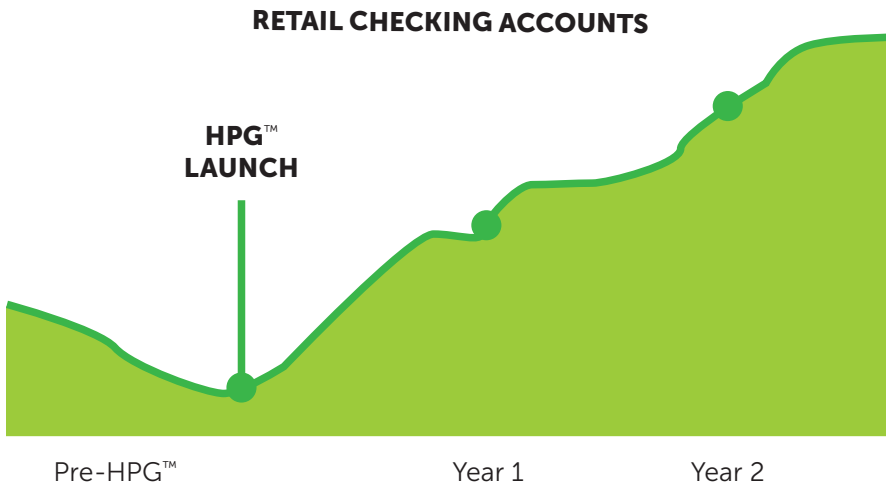


Value-Added Checking Growth & Attrition

Before becoming a Haberfeld client, this client followed a sales process biased towards account openings in the **value-added, fee-based product**. This product resulted in more than 50% of total account openings, but also **experienced a high attrition rate** due to customers being shoehorned into the wrong account for them.

To get the right customers to the right accounts, an **unbiased sales process** was enacted as part of the Haberfeld launch. Several product changes were implemented during the launch, but the bank's value-added, fee-based account remained the same.

The results spoke for themselves: Comparing 22 months prior to Haberfeld, the number of total **accounts still open is 2.18x**. Even with a lower take rate, the value-added fee-based accounts still open after 22 months **is up 1.58x**.



**Serve your customers better.
Get the right products to the
right customers.**

haberfeld.com

INDUSTRY CASE STUDY

+4,637
**RETAIL CHECKING ACCOUNTS
SINCE LAUNCH**

Annual Growth Rate:

Prior to launch: **-2.2%**

Post-launch: **+3.4%**

CHECKING ACCOUNT NEW ACCOUNT ANALYSIS

Community Preferred Account Openings	6,263	7,022 1.12x
Still open after 22 months	2,940	4,637 1.58x
Retention	47%	66%
	Pre-HPG™	HPG™
FREE Account Openings	5,757	9,272 1.61x
Still open after 22 months	3,240	6,653 2.05x
Retention	56%	72%
	Pre-HPG™	HPG™