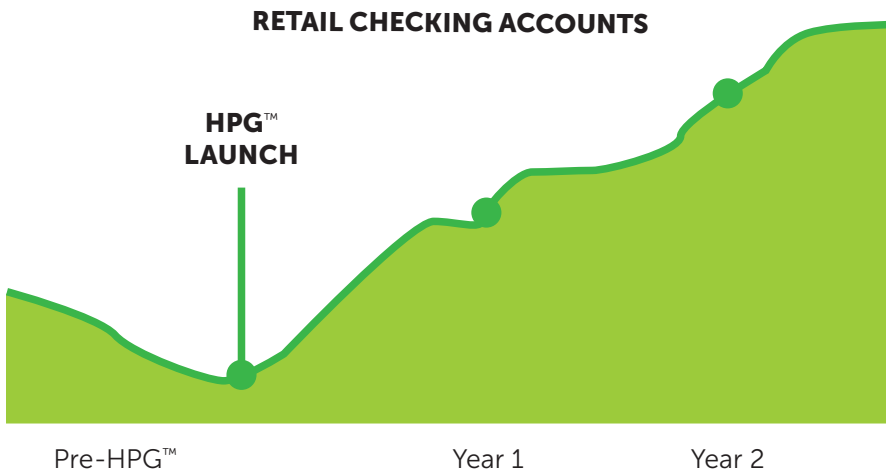


Value-Added Checking Growth & Attrition

Before becoming a Haberfeld client, this client followed a sales process biased towards account openings in the **fee-based, value-added product**. This process resulted in a high percentage (over 50%) of personal checking accounts opened in the value-added product, but also **created 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 implemented 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 **are 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

| | Pre-HPG™ | HPG™ |
|--|----------|-----------------------|
| Value-Added 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% |