

# PINNACLE BANK

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# Pinnacle Bank – Program Results

- Opening Rate – About 1 a day
- Pilot Program:
  - 79% of checking accounts retained
  - 70% of savings accounts initially retained
- 1st Q 2012:
  - 74% of checking accounts retained
  - 53% of savings accounts retained
- Profitability - varies
- Checking Non-Retention – 21%

# Problems Encountered

- ▣ Access to computers
- ▣ Unsuccessful marketing efforts
- ▣ Desire for checks
- ▣ Paper statements
- ▣ Still have denials
- ▣ Marketing
- ▣ Competition

# Lessons Learned

- ▣ Our end goal
- ▣ What we knew and what we now know
- ▣ There is a market
- ▣ Flexibility/ Acceptance of Risk are key
- ▣ Customers/ Front-line employees
- ▣ Employee input

# Changes after Pilot Program

- ▣ Written notice
- ▣ Fees
- ▣ Money Orders
- ▣ Risk tolerance
- ▣ Transaction Limit

# Goals

- ▣ Continue accounts as alternative
- ▣ Seasoning to switch to other accounts
- ▣ Alternative to Treasury ETA Account