

Midwestern Bank Enhances Image, Improves Productivity with Redesigned Statements



Situation

AgriBank, FCB is one of the largest banks in the national Farm Credit System, with over \$73 billion in total assets. The bank serves farmers and ranchers in rural America from Ohio to Wyoming and from Minnesota to Arkansas, representing nearly 40% of farmland and over 60% of cropland in the United States. It works with affiliated associations to finance the production and processing of over 300 different commodities.

AgriBank sends 675,000 transactional documents to its associations' customers annually, including statements, bills and rate notices. AgriBank staff previously generated print-ready files from their in-house bank management system, which they sent to Taylor Communications for printing and mailing. Its customer statements, bills and rate notices had not been updated in almost 20 years. The bank had recently taken steps to rejuvenate its brand, and its associations were looking forward to an updated look for these documents.

Solution

Taylor Communications was given the opportunity to redesign the bank's documents based on the information it shared about industry trends and best practices, as well as samples of other clients' documents that Taylor Communications had designed or redesigned for other financial institutions. Rather than leap to a new layout, however, Taylor Communications began with a careful analysis of the internal bank stakeholders' opinions about their own documents.

Client:
AgriBank, FCB

Market:
Financial Services

Solution:
Statements, bills and rate notices

Services:
Document redesign, electronic print and mail, web portal and message editing

- Benefits:
- Improved customer satisfaction
 - Increased staff productivity
 - Avoided capital investment
 - Faster payment capture
 - Enhanced brand image



Statement before



Statement after