



CLIENT SUCCESS STORY

435%

return on investment
in the first year



data insights that
drive customer and
product profitability

1,243

new accounts opened
totaling \$125 million



Citizens National Bank sought increased competitiveness in growth markets and deeper customer relationships. To move the needle, cobbled-together analytics required a technology update and an infusion of expertise.

► The Challenge

Since 1888, Citizens National Bank (CNB) has been committed to preserving community banking and helping the citizens of Mississippi finance their dreams. Seeing the loss of locally-owned and managed community banks as a threat to an already fragile economy, CNB executives sought a strategic partner to increase competitiveness in growth markets and deepen customer relationships in mature, rural markets where the bank had a strong base. Bank leadership realized that a broader perspective could help them strategically. CMO Scott Sills explains, “We were looking to acquire some expertise to review the data (and remove the biases of our own judgment) in order to make decisions based on the data, because the data doesn’t lie.”

With an awkward combination of systems, pulling accurate, usable data proved to be a challenge. As Sills describes, “We had an inefficient three-pronged approach to data analytics.” The bank needed a comprehensive analytics capability to gain an accurate view of customer and product profitability. In order to survive and prosper as an independent community bank in a climate of mergers and large regional banking institutions, CNB had to become more competitive. “We are not up for sale,” stated Sills. “The way we grow is organically.” To do that more effectively, CNB required precisely-targeted campaigns to bring clients in the door and cross-sell services and accounts.

► The Solution

In 2013, CNB replaced two existing systems with a customized Baker Hill analytics solution, supported by ongoing consulting, to generate key growth strategies. From the beginning, CNB executives held quarterly reviews with



Citizens National Bank



Baker Hill generates the data we need to support our strategic decisions. Our targeted money market campaign has been tremendously successful. And, the emphasis on cross-sale ratios has deepened our client relationships. Wherever we have focused our efforts, we have gotten results with Baker Hill's support."

Scott Sills
Chief Marketing Officer
Citizens National Bank

their consultants at Baker Hill for nationwide industry perspective and help identifying money market accounts and consumer auto loans as areas with significant growth potential. "Our quarterly strategic reviews have been instrumental in looking back to see what we've done right and what we need to improve," Sills reported. "Some of the initial recommendations out of that have been tremendously successful."

With the Baker Hill solution providing greatly-improved reporting capabilities, CNB generates monthly and ad hoc intelligent customer lists using region-specific criteria. "Baker Hill's analytics solution has given us intelligent data that we can push out to regional and branch managers to drive customer product profitability," stated Sills. "Regional executives use these lists to more effectively cross-sell accounts and services with targeted campaigns."

Taking full advantage of Baker Hill NextGen® Analytics with the addition of matrix marketing, CNB also implemented a targeted program of postcards, emails and letters to maintain top of mind awareness. "It's a very in-depth program," related Sills.

► The Results

The strategies and campaigns derived from Baker Hill's analytics solution have generated substantial growth in new customers, deposits and loans. Judy Brand, SVP and Product Manager at CNB, reports of its money market campaign, "We've opened 1,243 accounts totaling \$125 million, with an average cross-sell services ratio of 3.29 percent. It's been very successful."

A consumer auto loan campaign also yielded results, generating a return on investment of 435% in the first year and 2,434% projected over four years.

Supporting CNB's commitment to deeper customer relationships, targeted campaigns generated with Baker Hill's Matrix Program are increasing awareness with thousands of touches per year.

"It's moved us into that upper level of touches with our clients," stated Sills. "The matrix program was very good for us."



Baker Hill is in the business of evolving loan origination by combining expertise in technology with expertise in banking. Built on decades of walking alongside banks and credit unions as they provide vital resources to their communities, Baker Hill NextGen® is a configurable, single platform SaaS solution for commercial, small business, consumer loan origination, and risk management that grows along with you as your business needs change. Baker Hill is lending evolved. For more information, visit www.bakerhill.com.