

DeluxeSelect®

Every institution is interested in finding new sources of revenue—especially those that require minimal risk and investment. Deluxe has been successful at increasing revenue for financial institutions within their check program through channel developments such as DeluxeSelect®.

DeluxeSelect is the industry-leading check order solution that markets checks directly to consumers on behalf of our financial institution clients. Outsourcing the check ordering process to Deluxe via Internet, Live Call or VRU results in higher average order values, increased consumer satisfaction and a reduction in branch activities.

Deluxe's relationship with a consumer can significantly increase a financial institution's profitability. – 2004 Gallup Study

✕ When consumers use DeluxeSelect self-serve reorder channels, it increases the financial institution's profit by an average of 200% over traditional reorder methods.



Consumers fully engaged with Deluxe are 8 times more likely to be fully engaged with their financial institution. Consumers fully engaged with their financial institution are far more likely to buy additional products and services from them.

– 2004 Gallup Study

Your Priorities

- Increase revenue
- Enhance operational efficiency
- Boost consumer satisfaction

Key Benefits

- Average order values increases by 50%
- Financial institutions save approximately \$3 per order in soft costs
- Re-run rates drop from industry averages of 2-3% to 0.31% in DeluxeSelect channels

How it Works

When your financial institution participates in DeluxeSelect, your consumers can reorder checks through any of the following channels:

1. Online at www.deluxe.com
2. Online through your home banking Web site
3. By toll-free phone to a Deluxe call center—live associate or VRU

There is no cost to the financial institution to participate in DeluxeSelect.

NOTES:

For more information, contact us at 1-888-633-5893 or contact your Deluxe Account Manager.
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