Deluxe Small Business Experience Collaborative

GAIN INSIGHT

Two heads are usually better than one – and collaboration delivers more powerful results than any of us can achieve on our own. With the Knowledge Exchange Collaborative, Deluxe brings together a select group of financial executives for a powerful journey. Together they focus on exploring ways to improve the customer experience within the industry – and then share their findings with other Knowledge Exchange Series members.

The current Collaborative is underway, with 15 financial service executives from around the country bringing the collective focus to what many are calling the key growth opportunity for this century…the small business customer.

Small businesses represent 98% of all U.S. businesses.
– Internal Revenue Service

"The collaborative has been eye-opening. It's not the same old thing we've heard for years."
– Debbie Salerno, Chase

Your Priorities

- Improve relationships with small business customers
- Transform the customer experience for small business customers
- Ultimately increase customer loyalty, retention and revenue

Key Benefits

Collaborative members:

- Learn from thought leaders, authors and business professionals in the area of customer experience – and take their learnings back to their own organizations
- Become part of a closely-knit team of peers from their industry and have long-term relationships with others outside their own institution
- Increase customer loyalty, retention and revenue

Knowledge Exchange Series members and other Deluxe clients:

- Have the opportunity to learn from the Collaborative efforts of their peers
- Benefit from the best practices and research conducted in the Collaborative

The banking needs of small businesses are very different than the average retail customer, and provide an excellent opportunity for financial institutions to create lasting relationships that drive new sources of revenue.

*\Col*lab`o*ra"tion\, n. A mutually beneficial, informal relationship formed by two or more organizations/people to achieve results they are more likely to achieve together than alone.*

How it Works

1. The Collaborative journey includes a series of five working meetings (Base Camps). Collaborative members learn from leading experts in the field then design and apply a new experience within their pilot branches.
2. Their work and key learnings will be shared at an Expo in January 2007 and in an industry white paper. All Deluxe clients have the opportunity to learn from the experiences and findings of the Collaborative on how to improve the needs assessment process of small business customers.
3. Clients interested in participating in a future Collaborative will be asked to apply and then participate in a selection process which includes interviewing with a panel of Collaborative Alumni.

NOTES:

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

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