

# HOME BANK

## Conversion to NuPoint® Fuels Digital Banking Success

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- Roger Chalkley, IT Manager, Home Bank



Home Bank, a staple of the Martinsville, Indiana, community since 1890, was chartered as a mutual institution. Mutual institutions in the U.S. go all the way back to 1816, and according to the FDIC, they were originally organized to help the working classes—because most commercial bankers at the time primarily served retail and commercial business.

As a mutual institution without private ownership or stockholders, Home Bank’s depositors are essentially its owners. Because of this, Home Bank’s roots in the community run deep, and the bond it has with its customers is incredibly strong.

In an effort to enhance its unquestionable reputation for customer service, increase revenue and become more efficient, the bank switched to CSI’s NuPoint core processing solution in August 2014. Approximately two years since the conversion, the bank’s assets are up 4.5 percent, its efficiency ratio is down 14.5 percent, and both return on equity and return on assets have increased astronomically by 174 percent and 190 percent, respectively.

According to Brian Stremming, Home Bank’s chief financial officer, the difference was noticeable right away.

“Moving to CSI has allowed Home Bank to be far more efficient and profitable than we ever could have been with our former ‘mega’ core provider,” Stremming says. “We knew we would get far better support with CSI, but our customers are happier, and the efficiencies and competitive advantages that we gained are obvious when you look at our financials. The results that CSI helped deliver speak for themselves.”

The quantifiable effects on the bank’s bottom line after switching to NuPoint indeed speak for themselves, but one thing Stremming and his fellow team members did not anticipate from the core conversion was a sizable uptick in the demand for digital banking.



## A SURPRISE DEMAND FOR DIGITAL

After the bank converted to NuPoint, its associates were surprised by the massive number of phone calls they received from customers about how to access the bank’s new Internet Banking platform, which is part of CSI’s suite of Digital Banking solutions that seamlessly integrates into NuPoint.

“We were flooded,” says Roger Chalkley, Home Bank’s information technology manager. “Within a week, we had over 3,000 customers signed on to the new Internet Banking platform.”

Home Bank’s headquarters are located in Morgan County, one of the less affluent counties surrounding Indianapolis. In addition, the average Home Bank customer’s age is 50 years old. Given these demographics, the bank’s associates were skeptical of the demand for digital banking technology, so following the conversion, the bank’s primary focus remained providing great face-to-face customer service.

But after the deluge of phone calls and interest in Internet Banking, the bank decided to make digital banking a strategic initiative at its annual planning session. From there, the bank established an eBanking committee that meets regularly; the committee provides monthly reports, tracks channel usage with CSI IQ®, a business intelligence and bank data processing solution fully integrated into NuPoint, and monitors progress via a monthly eBanking scorecard report the bank created.

According to a year’s worth of data from the report, branch channel activity remained relatively stable, while web channel usage increased by 30 percent. Currently, Home Bank has more than 5,000 Internet Banking users.

“Home Bank’s digital strategy is based on the idea that good self-service beats excellent customer service every time,” Chalkley says. “We, along with the CSI conversion team, were amazed at our Internet Banking adoption rate.”

Internet Banking was a solid first step in offering customers good self-service, but in July 2016, the bank took its digital offerings to the next level with CSI Mobile Banking.

## CHANNEL ACTIVITY AT A GLANCE

The chart represents channel activity within the bank’s more than 8,000 DDA accounts following the rollout of CSI Digital Banking:

<i>Channel</i>	<b>Channel Activity</b>	<b>Customer Usage</b>
<i>Branch</i>	Remained Stable	--
<i>Internet Banking</i>	Increased 30%	5,000 Users
<i>Mobile Banking</i>	Increased 250%	4,000 Users

## MOBILE BANKING WITH AN EDGE

Home Bank rolled out its first mobile banking app in 2011, with hardly any fanfare.

“At that time, we did not market the mobile app,” Chalkley says. “Our customers just found the app in the app store and started using it. We were amazed at the number of downloads, but we did nothing about it.”

In order to capitalize on the demand and give mobile banking customers the most fluid user experience possible, Home Bank implemented the CSI Mobile Banking app in July 2016. According to Chalkley, in addition to customers, Home Bank employees also have benefitted greatly from the switch, since the app also is integrated with both its core and Internet banking platform.

“Our employees are happy they don’t have to log into two websites for administration,” he says. “They really enjoy the app’s ability to put notes and pictures of receipts in the transaction history, and they also commented that it seems quicker than the old app.”

According to the bank’s reporting, since the strategic rollout of the CSI Digital Banking platform, mobile banking activity has exploded with a 250-percent increase from more than 4,000 users. What’s more, the CSI team was instrumental throughout the implementation process, from helping the bank compose helpful user documentation to creating alerts on the old app letting users know about the transition.

“CSI guided and provided assistance to us throughout the entire process,” Chalkley says. “This helped increase adoption rates and took a lot of workload off of the bank.”

CSI’s state-of-the-art NuPoint core and Digital Banking platform allow Home Bank to stick to the principles that have made it a successful mutual institution since 1890, while setting the bank up to efficiently and effectively serve customers for years to come.



### BANK PROFILE

Home Bank, Martinsville, Indiana  
Founded: 1890  
Assets: \$254 Million  
Branches: 4  
Employee: 80  
Customer Since: 2014

### ABOUT CSI

Computer Services, Inc. (CSI) delivers core processing, managed services, mobile and Internet solutions, payments processing, print and electronic distribution, and regulatory compliance solutions to financial institutions and corporate customers across the nation. Exceptional service, dynamic solutions and superior results are the foundation of CSI’s reputation and have resulted in the company’s inclusion in such top industry-wide rankings as the FinTech 100, Talkin’ Cloud 100 and MSPmentor Top 501 Global Managed Service Providers List. CSI’s stock is traded on OTCQX under the symbol CSVI.

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