

First National Bank
Think First

Client Testimonial

First National Bank

Bill Wente, President

419.629.2761 435 S. Washington St., New Bremen, OH 45869

First National Bank was established in 1934. We have been serving businesses and individuals for over 75 years. We understand the local economy and look for ways to help the area grow and prosper.

"Our bank established a very aggressive schedule to implement a new processing company, internet banking and website all at the same time. Everything had to fall in place and with the coordination assistance from CBC, we successfully met our deadlines. Our internet banking customers went to the new site to set up passwords and everything worked well.

*-Bill Wente,
President*

What made you decide to hire Community Banc Consulting of Ohio to develop your e-Branch?

We first worked with CBC as they completed an IT audit for the bank. Their team did a good job and as part of the audit results we worked together to develop a detailed IT project plan. The plan outlined and prioritized the actions needed to assure we upgraded our systems to the latest security and technology. Key projects included changing our processing supplier, updating our internet banking and upgrading our website. CBC provided us with a mock-up of a home page specific to our bank. We liked what we saw and gave them the go-ahead to build us a new e-Branch.

What is the best aspect of working with CBC?

It was apparent to us that CBC had the expertise necessary to build the site we were seeking. The pictures, tag lines and lay-outs created a site that is very inviting. The site draws people in and makes them want to keep looking at what is available on the site. Their expertise was very helpful in developing a site with these attributes.

During the development of the e-Branch you were changing your on-line banking products. How did CBC assist in completing that process?

CBC has experience in this area and they were helpful with consulting on the implementation. They suggested implementing mobile banking, which we did, and provided additional input helping us to get the set-up that would provide us the best benefits overall. Timelines were tight, we needed to release the e-Branch at the same time we released our revised internet banking. CBC worked closely with us, providing us with the technical and creative help we needed to meet our timeline goals.

How do you feel your e-Branch compares to other bank websites in your market?

We went from an average website to an e-Branch that I consider to be in the upper tier of bank websites. Our marketing content has improved substantially, and the site is very inviting, drawing people in to view our offerings. Our customers and local businessmen really like the e-Branch. They think it is user friendly.

CBC added content management into your e-Branch; however, there were some issues using it on your web host. How did CBC work with you to resolve the problem?

CBC tested our existing host. When it became apparent the host could not support content management, CBC helped us switch to a great hosting provider. Now we update our own content like interest rates and marketing messages. It is easy.

What would you say to the other companies that are considering working with CBC?

I would recommend CBC with no reservations. They have provided us with great creative and technical consulting. CBC understands the banking business and with their help we have significantly enhanced our web presence.



614.848.3189
cbcoho.com