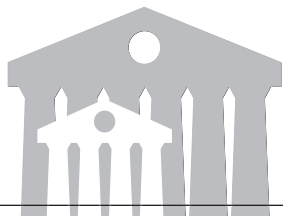


# Case Study

A BSG FINANCIAL CLIENT SUCCESS STORY



## BSG Financial's **CourtesyConnect**<sup>®</sup> Exceeds Expectations for Chesapeake Bank

### WHO

**Chesapeake Bank,**  
Kilmarnock, Va.

John O'Shaughnessy,  
Executive Vice President

### WHEN

**Customer since**  
**September 2006**

### WHAT

After much research and initial skepticism, Chesapeake Bank successfully implemented BSG Financial's CourtesyConnect<sup>®</sup>, the industry's first Web-based overdraft management solution, significantly increasing revenue and offering customers a valuable service without overwhelming internal systems and employees.

### The Challenge

In 2006, Chesapeake Bank (more than \$420 million in assets) sought a program that would both increase revenue and help the bank better serve its customers. Through internal evaluations and discussions with other financial institutions, John O'Shaughnessy, executive vice president of Chesapeake Bank, knew his bank needed an overdraft protection program.

Over the years, O'Shaughnessy had spoken with a number of courtesy pay providers and described most of their sales tactics as "hard sell." In addition to finding a more suitable provider, O'Shaughnessy was adamant about two requirements for a courtesy pay program: **1) the service must not be predatory, but instead, highly beneficial to customers, and 2) the program needed to increase revenue.** BSG Financial became a frontrunner in the selection process due to its outstanding industry reputation, focus on compliance and the accountholder, and promising revenue projections.

*"In our search for an overdraft protection partner, it was important that the courtesy pay program make a significant impact on revenue, while helping us better serve our customers," said O'Shaughnessy. "In our due diligence, BSG Financial was recommended time and again by bankers we knew and respected. The company was very responsive to our requests for information – including profit projections (which proved to be very accurate) – and provided the customer-focused approach we were looking for."*

### The Solution

Chesapeake Bank successfully implemented BSG Financial's solution to overdraft management, CourtesyConnect<sup>®</sup>, in September 2006. With no

server to purchase and automatic updates, CourtesyConnect's Web-based platform relieves Chesapeake Bank of the burden and cost of maintaining an in-house courtesy pay solution. In addition, the program offers complete compliance with all federal guidelines and a household view

of multiple account relations to facilitate sound decisioning and an enhanced accountholder experience. BSG Financial's responsible approach to overdraft protection provides Chesapeake Bank with the total solution it required to

COURTESY **CONNECT**<sup>®</sup>

COURTESYCONNECT'S PROFIT-  
ENHANCING ESTIMATES  
EXCEEDED EXPECTATIONS  
– **A MORE THAN 100%  
INCREASE IN FEE  
INCOME** OVER SIX MONTHS  
– IN ADDITION TO CUSTOMERS  
FINDING IT AN  
APPRECIATED SERVICE.

improve customer care and increase revenue.

“With CourtesyConnect, our initial skepticism about implementing an overdraft protection program was alleviated,” said O’Shaughnessy. “The program offers the most opportunity in profit-enhancing capabilities and gives us the tools to deliver the service our

customers expect from us. BSG Financial’s responsible approach to overdraft management helps us provide a program in a fully compliant and conservative way, ensuring customer safety.”

### The Result

Since Chesapeake Bank first implemented BSG Financial’s CourtesyConnect, it has saved both time and money in managing overdrafts. Where bank personnel previously made pay/return decisions on a manual basis, the process is now automated.

Having skeptically viewed BSG Financial’s income projections throughout the purchase and implementation process, results have proven to Chesapeake Bank that CourtesyConnect’s profit-enhancing estimates were not only correct, but exceeded expectations – **a more than 100 percent increase in fee income over six months** – in addition to customers finding CourtesyConnect an appreciated service.

“CourtesyConnect has taken the time and cost out of our once manual pay/return decision-making process, which enables us to focus even more on maintaining and enhancing customer service,” said O’Shaughnessy. “Any initial skepticism we had over customer service impact and revenue projections has quickly been proven wrong since implementing CourtesyConnect. You need to look at the numbers; what a returned check could do to a customer and what CourtesyConnect can avoid in headaches, embarrassment and additional cost – **the program is well worth it!**”

### About BSG Financial, LLC

Louisville, Ky.-based BSG Financial develops and manages innovative, profit-enhancing programs for the financial industry. In addition to **CourtesyConnect**,<sup>®</sup> the company offers **Re\$ubmitIt**,<sup>®</sup> an electronic recovery solution for returned deposit items that increases income for financial institutions and their commercial customers, as well as a **Sale/Leaseback** program to help banks and credit unions generate capital from non-earning depreciated assets.

BSG Financial, recognized by *Bank Technology News* as an industry innovator, is privately owned and serves financial institutions nationwide whose assets range from \$100 million to more than \$32 billion.

[www.BSGfinancial.com](http://www.BSGfinancial.com)



TO LEARN MORE ABOUT  
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