

2010 ICBA WEBINAR SERIES

Driving Performance—
Succeeding in the new banking era.

Today's Keys for Cross-selling Consumer Deposits



Presented by:

Curry Pelot

CIO

Fiserv Bank Intelligence Solutions

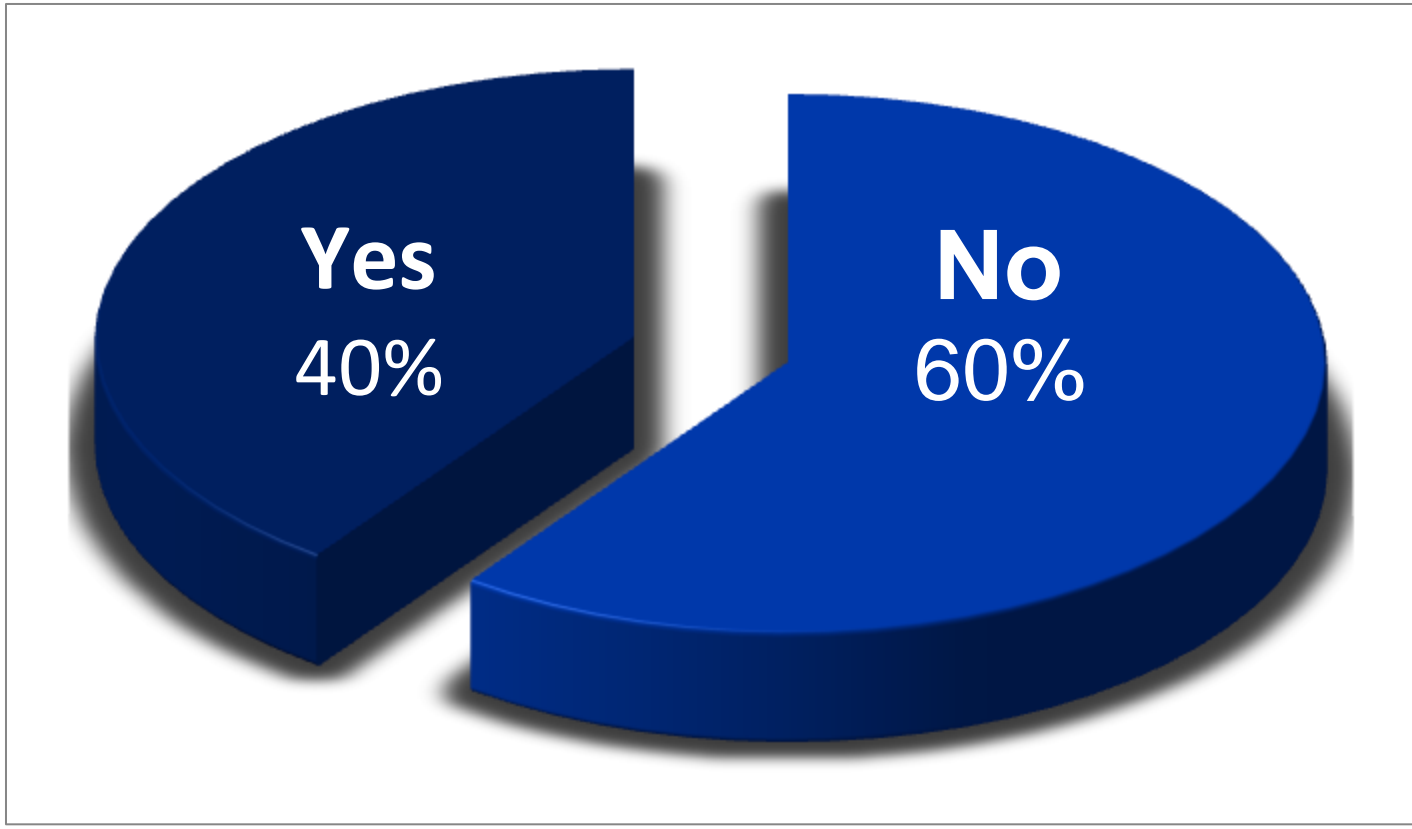
curry.pelot@fiserv.com

fiserv.

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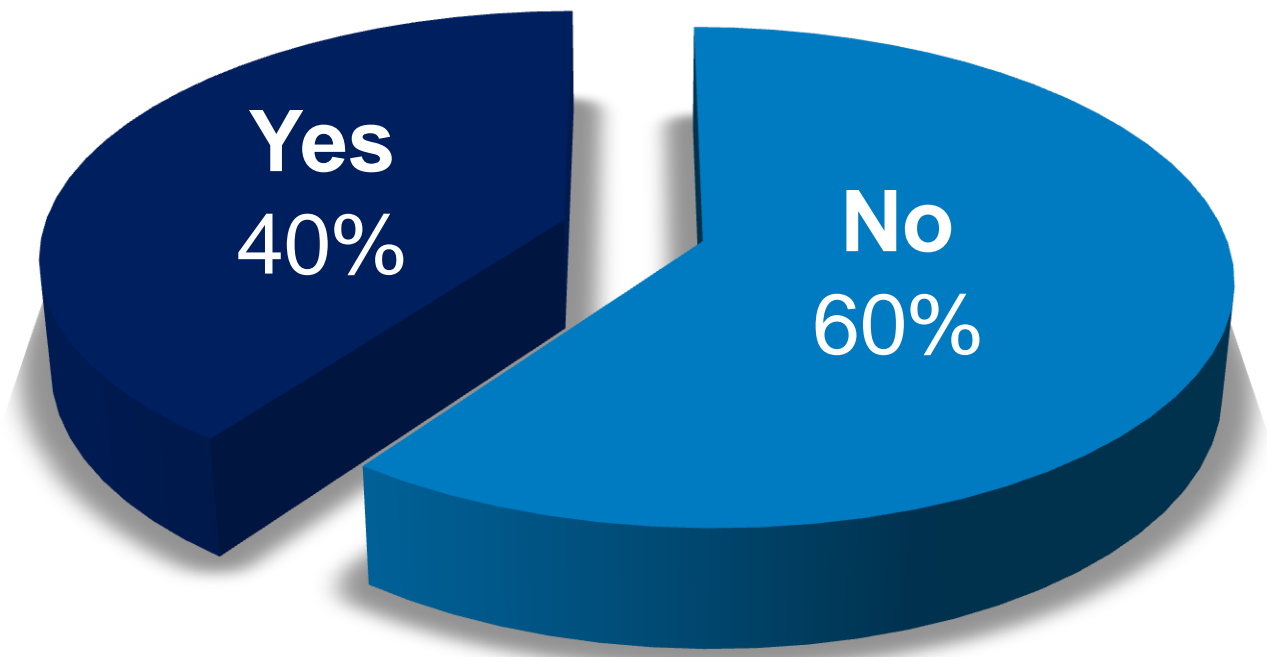


Do you have an ongoing direct marketing effort for your current customers?



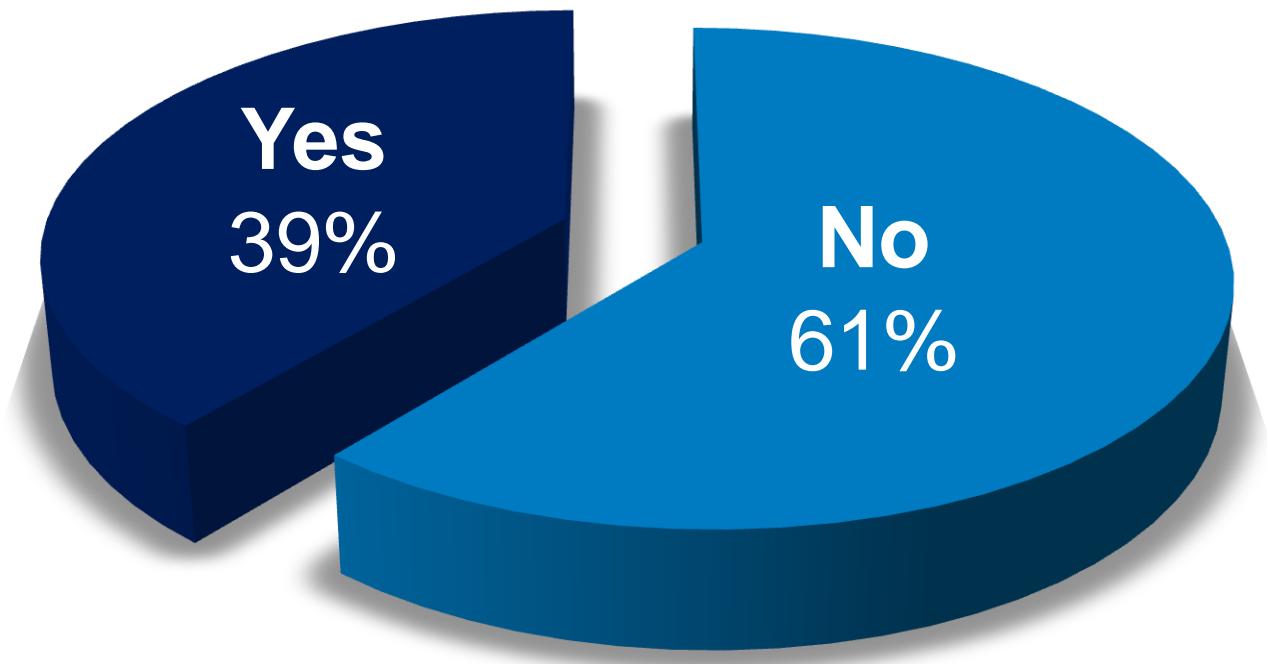


Do you measure cross sale by customer?





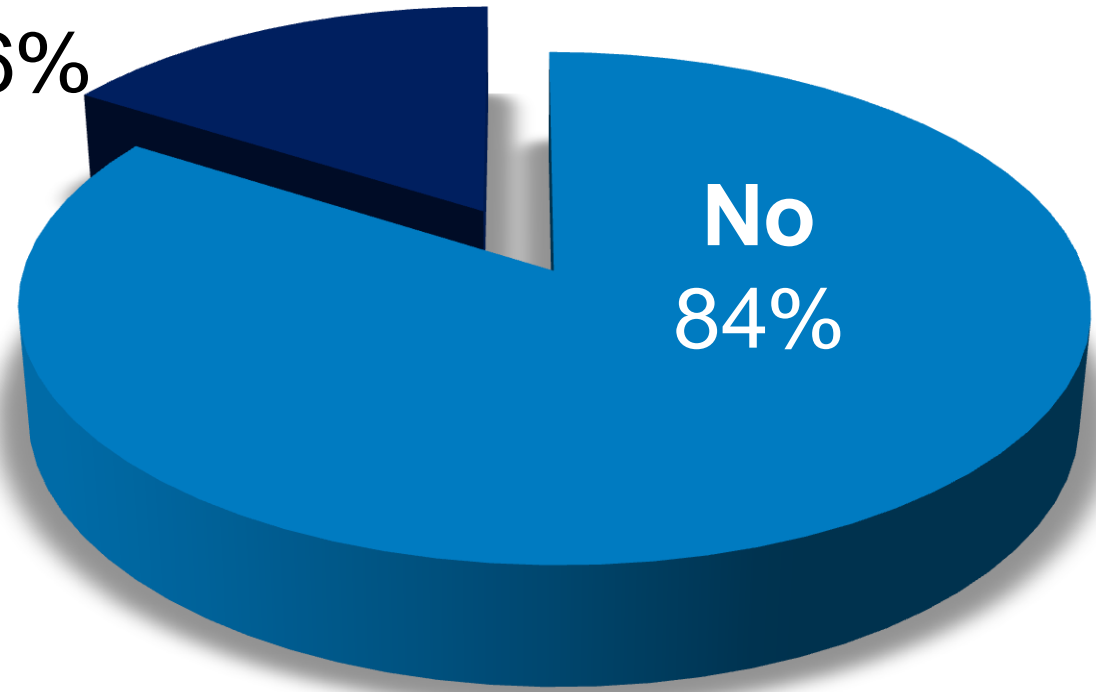
Have you segmented your current customers?





Have you measured wallet share for your current customer base?

Yes
16%



No
84%