

Deluxe OrderProSM

Enhancing the customer experience at every touch point is the goal for today's smart financial institutions. One important way you can do that is to improve the experience of the check ordering process in your branches. The Deluxe OrderProSM solution makes it easy.

Deluxe OrderPro is our browser-based eCommerce solution that supports branch and call center check ordering. It provides product images and pricing in a user-friendly format that encourages cross-selling. Built-in product rules reduce the chance of order entry errors, reducing reprints and improving customer satisfaction.

⊗ Provide customers with an outstanding experience when they order checks through your financial institution.

Despite the convenience of online and phone banking, people still want to visit their local branch office. The number of branches increased 38% between 1990 and 2004.

– FDIC, 2005

NOTES:

Your Priorities

- Simplify check ordering while enhancing customer satisfaction
- Increase revenue through cross-selling
- Lower reprint rate and expenses

Key Benefits

- Improves your customers' experience of ordering checks through the branch
- Delivers pricing based on your specific programs and promotions
- Supports cross-sell opportunities through full catalog display
- Enhances customer satisfaction by reducing errors at order entry

How it Works

Key functionality of Deluxe OrderPro includes:

- Browser-based solution with graphics and Easy Order Pricing
- Intuitive user interface
- Ability to place new orders, reorders with changes and quick reorders
- Ability to check on order status and order history
- Provides most product rules up front, decreasing order entry errors and increasing customer satisfaction
- Easy access to graphic product catalog before and during the order process
- Personalized product image for checks within the order process
- Provides pricing, including most types of program and promotional discounts
- Improved imprint modification process

Deluxe OrderPro is provided to financial institutions at no cost.

LEVERAGE CHECKS

The checking account relationship has the potential to be the lifelong customer relationship.

– Synergistics Study, 2002

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

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