



**SIMPLY THE BETTER  
WAY TO SERVE  
BUSINESS CUSTOMERS**

You can count on Deluxe to help you maximize your strategic advantage with business customers. Deluxe knows what it takes to capture a greater share of business check orders, drive profitability, and deliver maximum satisfaction and added value to business customers through the Deluxe Business Advantage<sup>®</sup> program.

The Deluxe Business Advantage program provides a simple and convenient referral and order process. We understand that all small businesses are unique, so our Business Product Experts are skilled at uncovering the specific needs of each customer to insure they get the right check product for each and every order. The process not only results in satisfied customers, but saves you and your business banking staff valuable time to focus on what you do best.

## **Simply a Better Way to Serve Business Customers**

- Acquire, develop and retain loyal business customers
- Maximize fee income from business customers
- Provide additional banking products and services to customers

## **Our Solution: The Deluxe Business Advantage<sup>®</sup> Program**

- Experience a new level of success by referring customers to our Business Product Experts
- Increase branch revenue — Deluxe Business Advantage<sup>®</sup> delivers a lift in revenue per order when business customers speak directly to a Business Product Expert for new and repeat orders
- Reduce cost by not having your staff handle business check orders
- Increase satisfaction by helping business customers get exactly what they need
- Reduce reprints when the customer speaks directly with our Deluxe Business Product Experts

## **Referral Express!<sup>SM</sup>: Simply the Best Process**

When we speak directly with the business customer, orders from Referral Express! generate an increase in average order value compared with calls placed by traditional financial institution-managed programs. Plus, it saves you time and increases revenue and customer satisfaction.

For more information on the Deluxe Business Advantage Program or any of our products and services, contact your Deluxe Account Manager today at 888-633-5893 or on the web at [www.deluxe.com](http://www.deluxe.com).

