



# Training Workbook



*This training workbook is part of the customized (name of Bank and Bank's program). It has been designed to support on-site employee training and may be modified as additional needs are identified. Outreach and Inbound employees have been selected by the Bank's management to fill specific roles and contact their assigned customers in a specific manner, utilizing the 7Touch system process.*

*All employees are expected to track their interactions with their customers either through the program tracker or internal bank CRM system.*

*Active participation of all attending employees is encouraged during training. Employees are invited to contact their manager or Alexander Group if they have any questions, concerns, or need additional training.*

**Training encompasses:**

Summary of Federal Reserve Board Regulation E  
(Your Bank's name) selected Program Parameters  
Opt-In Program Explanation  
7Touch System Customized Customer Care Methodology  
Opt-In Benefits to the Customer  
Psychology of the Consumer  
Customers For Life  
Customer Relationship Ownership  
Second Chance Opportunities  
Specific Bank Initiatives  
Getting Started

All processes and materials, including the proprietary 7Touch system, have been created by Alexander Group, Inc. and customized for (Your Bank's Name), April, 2010.

## Opening:

How does Regulation E affect banks?

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### Slide 2: (Name of Program) is Important to the Consumer

(Name of Program) is important to the Consumer because it represents:

- a) Freedom to make a mistake
- b) Freedom to choose to use an overdraft to their advantage
- c) A safety net for those unavoidable moments
- d) All of the above

### Slide 3: (Name of Program) is Important to You

(Name of Program) is important to you because it represents:

- a) Improved customer satisfaction, job security, and additional opportunities with the bank
- b) An extra credit line to offer the customer
- c) A safety net for you

### Slide 4: (Name of Program) is Important to the Bank

(Name of Program) is important to the Bank because it represents a competitive posture, improved \_\_\_\_\_, and the ability to offset other costs in this economy.

### Slide 5: (Name of Program) is a Positive Advantage to your Customers

(Name of Program) builds consumer \_\_\_\_\_.

**Slide 6: Federal Reserve Brand Regulation E.**

Only some banks are affected by the Federal Reserve Board Regulation E.

True or False? \_\_\_\_\_.

Regulation E applies to overdrafts on \_\_\_\_\_ and/or \_\_\_\_\_ card transactions.

All customers must be treated \_\_\_\_\_.

**Slide 7: Regulation E. (Continued)**

You must provide your customer the ability to \_\_\_\_\_ - \_\_\_\_\_ at any time.

You must send a \_\_\_\_\_ confirmation subsequent to all Opt-Ins.

The bank has the right to \_\_\_\_\_ any transactions at its discretion.

You must have affirmative consent from all parties of a jointly held account.

True or False? \_\_\_\_\_

**Slide 8: Regulation E. - 4 ways to accept Opt-In's**

You must tell your customer that Opt-Out is available every time you speak with them. True or False? \_\_\_\_\_

**Slide 9: (Your Bank's Name) Overdraft Policy & Guidelines**

(Your Bank's Name) Overdraft Guidelines include a safety net of \$\_\_\_\_\_.

List of all Customer Drivers:

Safety Net \$\_\_\_\_\_

Maximum # of Fees \_\_\_\_\_

Daily Fee \_\_\_\_\_

Other \_\_\_\_\_

Alternative Options \_\_\_\_\_

### **Slide 10: Always focus on the Customer's Idea of Success**

The Customer's idea of Success may include:

- a) Never worrying about overdrawing on their debit card
- b) Incurring a minimal cost when they do overdraft
- c) Feeling that the fees are relevant and fair
- d) All of the above

Hyperbolic discounting is a behavior that explains why consumers will choose to Opt-In based on their belief that they will not overdraw, even with the knowledge that overdrafts are more expensive than other types of protection.

True or False? \_\_\_\_\_

### **Slide 11: Present the Opportunity in Terms Relevant to the Customer**

When presenting the Opt-In opportunity to your customers, look at the customer's overdraft \_\_\_\_\_.

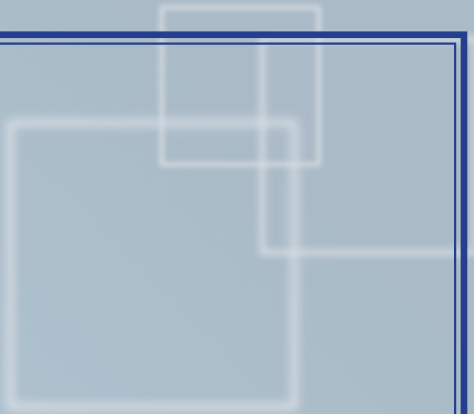
Relate the customer's past need to \_\_\_\_\_ need.

Establish that Opt-In is an \_\_\_\_\_ and completely within the Customer's control.

### **Slide 12: The Emotional Cycle of Decision Making**

The Emotional Cycle of Decision Making means that we make our decisions \_\_\_\_\_; we justify our decisions \_\_\_\_\_; and we support our decisions with either the positive \_\_\_\_\_ of fulfilled needs or the \_\_\_\_\_ consequences of unfulfilled needs.

Often, our customers need our help finding and identifying these \_\_\_\_\_.



**Slide 13: Establishment of Need - Positive Advantages**

Positive advantages of fulfilled needs include the fact that a \_\_\_\_\_ in your account does not have to become a disaster.

Opt-in is a \_\_\_\_\_ solution to an “it-may-never-happen” problem.

**Slide 14: Establishment of Need - Negative Consequences**

Negative consequences of unfulfilled needs include:

- a) Unable to buy what you need when you want it
- b) Extra fees when you overdraft
- c) Daily fees every day your account is overdrawn
- d) All of the above

**Slide 15: Communicate on the Customer’s Terms**

Communicate on the \_\_\_\_\_ terms.  
Your customer may have a preferred way of contact, such as by telephone, mail, visits, or \_\_\_\_\_.

**Slide 16: Customers For Life**

What does the expression, “Customers For Life” mean to you?

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When I say Customer Service, what do you think of?

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Well established and nourished relationships extend far beyond single \_\_\_\_\_.

### **Slide 17 – The Customer’s Idea of Success**

To know the customer’s idea of success, you should start by \_\_\_\_\_ him/her.

**Slide 18 – Good Customer Service is \_\_\_\_\_ .**

### **Slide 19 – Conversational Catalysts**

Customers do not always know exactly what they \_\_\_\_\_ or want.

It is very often up to \_\_\_\_\_ to determine these needs by listening to the customer.

Always begin by drawing out what is the customer’s intended end \_\_\_\_\_.

### **Slide 20 - How Customer Service is a Skill**

We want our customers to focus on \_\_\_\_\_.

Therefore we must focus on value and forget about price comparisons.

Value to our customers is:

- Excellent, attentive \_\_\_\_\_.
- Above and beyond, always looking for new ways to help.
- Consistent, timely follow-through.

## **Slide 21 – Excellence in Customer Service = Success**

Confused customers will not \_\_\_\_\_.

Your job is to make everything very clear and easy to \_\_\_\_\_.

A very good way to be proactive is to apply your experience.  
When you are serving a customer, always remember the requirements and expectations of previous customers in similar \_\_\_\_\_.

## **Slide 22 - First Impressions Occur at Every Encounter**

In the time that you spend with a customer, make that customer your \_\_\_\_\_.

The customer expects you to be the expert and to be able to solve his problem. It is up to you to prove him right.

Every answer to every customer question begins with \_\_\_\_\_.

The yes is an expression of your willingness to do everything possible to fulfill your customers' needs.

Any and all \_\_\_\_\_ must come later after you have a fully developed response, rationale and a \_\_\_\_\_.

## **Slide 23 - Active Listening**

Active listening means waiting until the other person is finished \_\_\_\_\_, then taking the time to mentally \_\_\_\_\_ your answer before you reply.

It is impossible to listen while you are \_\_\_\_\_.

There is a very big difference between listening and \_\_\_\_\_.

### **Slide 24 – Inside the Door (or on the phone)**

A great deal of effort, expense and presence goes into getting customers to choose your Bank. How happy they are with the experience is entirely up to\_\_\_\_\_.

It is cheaper to maximize income from an \_\_\_\_\_ customer than it is to build a relationship with a \_\_\_\_\_ customer.

Happy customers will talk about their experience one to \_\_\_\_\_ times.

Unhappy customers will talk about their experience ten to \_\_\_\_\_ times.

### **Slide 25 – T1 (Letter)**

Touch 1 of the 7Touch System involves sending \_\_\_\_\_ letters which include the Bank's customized A9 Opt-In form.

It is important to make it \_\_\_\_\_ for your customer to Opt-In.

Give your customer a \_\_\_\_\_ to Opt-In and keep your explanation of the new requirement uncomplicated and clear.

Your mailed communication to your customer should have a \_\_\_\_\_ envelope and a USPS \_\_\_\_\_ to avoid looking like "junk" mail.

### **Slide 26 – T2 (Phone call)**

You may obtain your customer's Opt-In over the phone, through the mail, or in \_\_\_\_\_.

Prepare for your first phone contact with your customers by:

- a) Choose a time to call other than normal meal times
- b) Select a place from which to call where the atmosphere is relaxed and you are free from outside interruptions and noise
- c) Study the script and personalize

It is important to set aside time to make proactive calls. True or False? \_\_\_\_\_

### **Slide 27 – T3 (phone call)**

The follow up phone call in T3 is always required. True or False? \_\_\_\_\_

Following the 7Touch system is not that important. True or False? \_\_\_\_\_

It typically requires “touching” a customer 3-7 times to them to take a positive action or change a behavior. True or False? \_\_\_\_\_

### **Slide 28 – T4 (personal note)**

Touch 4 involves sending a thank you note or a \_\_\_\_\_ by mail or email to your customer.

### **Slide 29 – T5 (call to confirm)**

Calling to confirm a scheduled meeting with your customer is a good idea. True or False? \_\_\_\_\_

If the customer didn't already Opt-In over the phone on T2 or T3, you shouldn't ask them to Opt-In again. True or False? \_\_\_\_\_

### **Slide 30 – T6 (personal meeting)**

If your customer wants to meet in person to discuss and handle the Opt-In, it is an \_\_\_\_\_ for you to deepen the customer's \_\_\_\_\_ to your Bank and offer additional services.

It is important to make personal notes about your customer so that you may \_\_\_\_\_ your conversation with them and increase the feeling that you and the Bank care about them.

### **Slide 31 – T7 (Required confirmation letter)**

After Touch 7, you are finished with your customer relationship building.  
True or False? \_\_\_\_\_

### **Slide 32 – Customer Relationships**

Ownership of the Customer Relationship is personal, permanent, valuable and \_\_\_\_\_.

You may transfer the trust of a customer relationship on a permanent basis or a \_\_\_\_\_ basis.

### **Slide 33 – Second Chance Opportunities**

If the customer declines to Opt-In:

- a) Move on to the next one quickly
- b) Ask questions to determine what is the objection
- c) Give up

If a customer declines to Opt-In, periodically check the customer's account of OD incidents. When it happens, contact the customer and \_\_\_\_\_ the service again.

## Slide 34 – Getting Started

Prepare for your customer interactions by:

- a) Choosing your communication templates
- b) Customizing your communications
- c) Reviewing your customer list
- d) All of the above

Setting your own personal goals is not important. True or False \_\_\_\_\_

Focus on the Customer's idea of \_\_\_\_\_.

Do the \_\_\_\_\_!





# YOUR LOGO

## A9 Consent Form for Overdraft Services

### What You Need to Know about Overdrafts and Overdrafts Fees

An overdraft occurs when you do not have enough money in your account to cover a transaction, but we pay it anyway. We can cover your overdrafts in two different ways:

- 1) We have standard overdraft practices that come with your account.
- 2) We also offer overdraft protection plans, such as a link to a savings account, which may be less expensive than our standard overdraft practices. To learn more, ask us about these plans.

This notice explains our standard overdraft practices.

✱ **What are the standard overdraft practices that come with my account?**

We do authorize and pay overdrafts for the following types of transactions:

- Checks and other transactions made using your checking account number
- Automatic bill payments
- Debit/ATM transactions (**Effective** \_\_\_\_\_)

We pay overdrafts at our discretion, which means we do not guarantee that we will always authorize and pay any type of transaction.

If we do not authorize and pay an overdraft, your transaction will be declined.

✱ **What fees will I be charged if (Bank Name) pays my overdraft?**

Under our standard overdraft practices: (**Effective** \_\_\_\_\_)

- We provide our customers with a \$\_\_ Safety Net, meaning that no over draft fees are assessed if you overdraw your account by \$\_\_ or less in a single day. If you exceed the \$\_\_ Safety Net, in a single day, you will be charged for all overdrafts which exceed your account balance.
- We will charge you a fee of \$\_\_ each time we pay an overdraft, with a maximum total of \_\_ fees per day. (Maximum overdraft \$ amount per day, including fee, is \$ \_\_\_\_\_)
- We do not charge a daily fee on your negative balance.

✱ **What if I want (Bank Name) to authorize and pay overdrafts on my ATM and everyday debit card transactions?**

If you also want us to authorize and pay overdrafts on ATM and everyday debit card transactions, call (phone number), visit (Web Address) or complete the form below and mail or it to (address)

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\_\_\_\_\_ I do not want (Bank Name) to authorize and pay overdrafts on my ATM and everyday debit card transactions.

\_\_\_\_\_ I want (Bank Name) to authorize and pay overdrafts on my ATM and everyday debit card transactions. (**This will become effective** \_\_\_\_\_)

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Account Number: \_\_\_\_\_

For Telephone Opt-In Only

Last four digits of customer's SSN: \_\_\_\_\_

Customer's Mother's Maiden Name: \_\_\_\_\_

