



POWERED BY ECONOCHECK



**Now Introducing: The New and Improved IBA Bank Perks**



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For banks to remain competitive, they need access to high quality products. That's why the Iowa Bankers Association (IBA) offers IBA Bank Perks. As you know, we recently announced that IBA has partnered with a new vendor, Econocheck Corporation, for our IBA Bank Perks program. Through this partnership, we will continue to provide banks access to products and services that can improve their bottom line and help to increase customer engagement.

IBA Bank Perks is an affordable and customizable checking account program that helps banks generate non-interest income while also engaging their customers with more value and access to a variety of benefits and services. With Econocheck powering IBA Bank Perks, the program will now provide a wide range of superior, tailored products and services. Along with traditional benefits like cell phone protection, roadside assistance and health discounts, some of the new features included are credit file monitoring, credit reports & scores, financial wellness tools, retail cash back rewards, buyer's protection, and much more.

Partnering with Econocheck allows each bank to tailor their individual program to suit the needs and preferences of each bank's specific set of customers. Exact account fees will vary depending on the perks and services each bank elects to include in its program, but pricing will be competitive. Because of our partnership with Econocheck, we have secured special pricing and services specifically for IBA members.



# FEATURES

There are a variety of features that are now included with IBA Bank Perks — Take a closer look at the features.



## SECURITY AND PROTECTION

IBA Bank Perks includes a number of security and protection features. Your customers can now have access to identity monitoring and credit file monitoring to help protect against identity theft as well as fraud resolution services in the event they become, or suspect they are, a victim of identity theft. IBA Bank Perks also includes identity theft expense reimbursement coverage for expenses that may be incurred in order to restore one's identity, cell phone protection to cover replacement costs if a customer's cell phone is stolen or damaged, and roadside assistance for travel emergencies.



## FINANCIAL WELLNESS

Too many consumers lack access to information and tools that empower them to properly plan for the future and manage their financial health. IBA Bank Perks can give your customers the tools they need to improve their financial standing and achieve their financial goals – including access to live, professional one-on-one coaching.



## INSURANCE

With IBA Bank Perks, member banks can provide customers with accidental death and dismemberment insurance included with their checking account. Bank members may choose from different amounts of coverage to include with their accounts, including a family plan with coverage for dependent children.

With so many features to choose from, IBA Bank Perks is a simple and affordable way to enhance your customers' banking experience and improve your bank's retail competitive advantage in the marketplace.



## NETWORK OF SAVINGS

Through our partnership with Econocheck, IBA Bank Perks gives members access to saving opportunities both nationally and locally. Customers can take advantage of discounts on everything from prescription medicines to dining and entertainment (including discount theme park and movie tickets). IBA Bank Perks now includes cash back rewards programs for customers.



## STRATEGIC ANALYSIS

At no expense prior to adding IBA Bank Perks, a bank may wish to conduct an initial detailed analysis, the Retail Checking Performance and Profitability Analysis, to help the bank determine the best pricing variables and solutions to pursue - relative to a retail checking strategy. The focus of this no-cost analysis is to minimize any disruption to existing customers while maximizing customer engagement and bank revenue.



## TRANSITION, IMPLEMENTATION, AND GENERAL SUPPORT

When it comes to transitioning and implementing the new and improved IBA Bank Perks program, Econocheck and the IBA are available to assist banks with customer notification, IBA Bank Perks promotion and staff training. Customer communication, training, and marketing materials will be made available to all IBA member banks migrating to the new program. Econocheck also provides a call center fully staffed with knowledgeable and courteous customer service representatives that are available to customers for any questions or concerns with the program.





## **MORE INFORMATION**

To enroll in or learn more about the IBA Banks Perks program, please contact the following:

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