

Case Study



Reliance Bank

Discovering the Power of Debit Payment Processing with ACCEL/Exchange®

A community bank in Pennsylvania realizes both cost savings and back-office efficiencies after transitioning debit payments processing to ACCEL/Exchange.

Rising Network Costs and Complicated Reporting Prompt Change

By 2008, the bank's card processing network costs from its existing vendor were actually doubling annually, prompting Larry L. Edwards, Senior Vice President of Operations & Technology, to look for cost-effective options. "The biggest reason we were looking to change was the cost. The charges were climbing, and we didn't really have access to the details of what was actually behind those charges. The vendor's complicated reporting process and invoicing were extremely difficult to understand," explains Edwards. Because the bank was already a Fiserv customer for core and item processing, loan origination and storage, it made sense to Edwards for the bank to investigate ACCEL/Exchange. "The cost difference was significant," states Edwards.

"Fiserv and ACCEL/Exchange provide good value, especially for our size organization. We can offer the same services as bigger organizations without the overhead or staff by outsourcing to a strategic partner like Fiserv. They also make me feel like I can always provide input and that I have a voice."

Larry L. Edwards
Senior Vice President
Operations & Technology



Client Profile

Reliance Bank, headquartered in Altoona, Pennsylvania, serves more than 18,000 individual and business customers. A true community bank, Reliance Bank believes in giving back to the communities it serves and frequently participates in various civic, charitable, educational and economic development endeavors.

- \$350 million in assets
- Eight branch locations
- 90 employees
- Over 8500 cardholders

www.reliancebank.com
Member FDIC

A Smooth Transition to ACCEL/Exchange

The bank's number one priority was implementing a solution that would meet customer demand for reliability and corporate directives for cost and operational efficiency. Even though Edwards was comfortable with Fiserv, he says the bank had concerns about the move to the new network. "To be honest, we expected some dropped transactions to occur during the switch, but we didn't have a single one during the entire transition process. The transition was very smooth over to ACCEL/Exchange. We were very pleased with the outcome."

The Right Decision

Edwards says that he is confident that Reliance made the right decision in moving to ACCEL/Exchange. In addition to customer and bank satisfaction with the service, management is much more comfortable with the reporting and invoicing structures. "With ACCEL/Exchange, we now have a much clearer understanding of what we are being charged for when we receive our bill."

Why Fiserv

Edwards explains his thoughts behind the decision: "We have a very good relationship with Fiserv. They provide good value, especially for an organization our size. We can offer the same services as bigger organizations without the overhead or staff by outsourcing to a strategic partner like Fiserv. They also make me feel like I can always provide input and that I have a voice."

Does he think that Reliance made the right choice?

"Yes, we are happy with the switch. I have already recommended ACCEL/Exchange to half a dozen banks since we switched."

Challenge

Reliance Bank was looking for a way to keep card processing network costs in check, but its current vendor network costs were doubling annually. In addition, the vendor's reporting and invoice structure was extremely difficult to analyze and bank management struggled to fully understand their incurred vendor charges.

Solution

In early 2008, Reliance Bank moved its debit card network participation over to ACCEL/Exchange. The transition from the previous network over to ACCEL/Exchange was smooth and efficient. While the bank expected some lost or dropped transactions during the switch, there was not one incident throughout the transition process.

Results

Reliance Bank is extremely satisfied with the switch to ACCEL/Exchange, reporting significant cost savings and increased back-office efficiencies. The reporting/invoicing structure for ACCEL/Exchange is easy for management to analyze and understand.

Connect With Us

For more information about ACCEL/Exchange, contact us at 800-888-0085 or visit www.fiserv.com.



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