

What is CHECKSCX™



ChecksCX is a payment solution that lets you ...

Engage check writers from day one

Increase check order capture during account opening, build a base for future check orders, and keep your financial institution top of mind.

Streamline the check ordering experience

Simplify pricing and products, reduce check program management complexity, and improve the check ordering experience for customers and your team.

Strengthen brand awareness and reach

Leverage check packaging branding and customization, and broaden your brand's reach without decreasing your marketing budget.

#1 reason customers don't order checks at account opening is **they were never asked**¹

"Order checks" ranks third in the top terms people search for on a financial institution's website²

ChecksCX Makes Capturing Check Orders Easy as 1-2-3

1 A Simplified Method For Ordering Checks

Intuitive and easy check ordering platform that drives self-service adoption

Check writers love it

Simplified product line and pricing avoids overwhelming check writers with too many options, including price points, designs and quantities available

So does your team!

It's a user-friendly, intuitive Amazon®-like experience with little-to-no training required

Instructional training videos provided!



90% of consumers would shop online more often **if given the option of free shipping**³

Average order value (AOV) **significantly increases** for online orders and reorders⁴

2 Distinguishing Features

Brilliant multichannel optimization

Unified experience for customers and employees across all devices

Broaden your brand recognition

Deliver checks in a fully branded and customized CheckFolio®

Forget-me-not reminders!

Prompt check writers to order directly from your institution

33% brand consistency **increases revenue** by nearly one-third⁵



3 Less Work, More Productivity

With ChecksCX, your team works smarter, not harder.

Dedicated, experienced team

Available to guide and support you through the check program conversion and implementation processes

We specialize in heavy lifting

Less strain on your internal teams, minimizing training

Designed for success

Our design team works closely with your team to ensure brand consistency



Harland Clarke Is Invested In Your Success

We continue to invest in technology and innovation designed to increase check program profitability, improve customer retention, and build stronger customer relationships.

Learn more about how ChecksCX increases check orders and reorders, delivers a quality experience for consumers and staff, and strengthens your brand.

call 1.800.351.3843
email contactHC@harlandclarke.com
visit harlandclarke.com/ChecksCX

¹ Harland Clarke Client Study

² "The Top 20 Terms Consumers Use on Banking Websites," BAI, June 2019.

³ Djordjevic, Milos, "22 Free Shipping Statistics to Help Skyrocket Your Business in 2021," SaveMyCent, February 19, 2021

⁴ Harland Clarke Client Study

⁵ Dopson, Elise, "Brand Consistency - The Competitive Advantage and How to Achieve It," Lucidpress, 2019