

Profit Principles

SUMMER 2021 NEWSLETTER



EXCEPTIONAL CUSTOMER SATISFACTION With A Near-Perfect Net Promoter Score

» P6



IN THIS ISSUE:

Supercharge Your
Website Conversions. » P2

Affordable, Online Lending Solution. » P4

Keep Active This Summer! » P8

Open More Doors to Opportunity! » P10

Award Winning Designs. » P12

866.552.7866



lk-cs.com

SUPERCHARGE Your Website Conversions

You have a beautiful, shiny website. And you're ready for a flood of new leads. But that predicted deluge is nothing more than a trickle. You need to implement ways for users to "convert" by giving them the ability to take action. Well-designed, user-friendly online forms are the answer.

Less is More = More New Customers!

Decrease the number of form fields. As the number of fields increase, the conversion rate decreases. Be strategic. Don't ask for First Name, Last Name, Middle Initial, and Suffix. Ask for Full Name. Only ask for essential information. Clearly mark required and non-required fields. Add hints to explain what respondents need to provide. Break long forms into multiple pages, even allowing users to save it and resume later.

Digitally Easy = Exceptional User Experience

The best way to get people to convert is to give your customers a good reason to do so. Users want to conduct business on your site. So, give them ways to do that. They don't want to visit your branches to fill out a paper form. Convert those paper forms into digital forms. Existing customers will use them. Prospective customers will see how useful your website is compared to their existing institution.

Mobile Easy = New Accounts

Your forms need to be optimized for mobile use. This is no longer an option; it is a necessity. If your forms don't fit on a smartphone or are difficult to complete on a mobile device, people will abandon them.

No Coding Needed = Easy Do It Yourself Setup

LKCS' Form Builder will allow you to easily create secure online forms without coding knowledge. This drag-and-drop form tool will work with any website, with or without a Content Management System (CMS).

The recent pandemic has shown that institutions without mature digital workflows suffered greatly.

GET AHEAD OF THE CURVE AND IMPROVE YOUR WEBSITE RESULTS, SAVE TIME AND MONEY WITH FORM BUILDER.



Attend our webinar to see for yourself.
Can't wait? Call **866.552.7866** to speak with a sales person today or to schedule your own private demonstration.

— FREE WEBINAR —

SUPERCHARGE Your Website Conversions

» August 11, 2021 • 1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar





FREE WEBINAR

Affordable, Online Lending Solution

» September 8, 2021
1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar



» Affordable, Online Lending Solution

How easy do you make it for your customers to borrow online? You may offer an online application, but is that a friendly process? Does it provide an exceptional user experience?

If not, it's time to change. When was the last time you prepared your taxes by filling out a 1040 form? You don't. You most likely use software to walk you through the process with interview-style questions that personalize your tax preparation based on your unique situation.

Our digital platform – **white-labeled with your branding** – does the same thing! We will walk each customer step-by-step through the borrowing process rather than presenting a complicated application. This translates customer traffic into leads and completed loan applications. It is a complete solution from educating borrowers, presenting real-time rates and payments, and filling out online loan applications. **The end result: closing more loans for your institution.**

YOU WILL RECEIVE A BEST-IN-CLASS ONLINE LENDING PLATFORM THAT IS AFFORDABLE WITH NO PER APPLICATION FEES.

Use it for:

- » Mortgages
- » Home Equity Loans
- » Prequalifying Mortgages
- » Unsecured / Personal Loans
- » Coming Soon: Auto Loans

Our solutions are built to complement your existing systems and processes, meaning fewer disruptions to your operations.

Join us for our webinar to learn more. You can also call **866.552.7866** to schedule your own private webinar or to discuss your needs with your sales representative.



More than half of borrowers take out a personal loan to consolidate debt or refinance credit cards.

lk-cs.com/online-lending »

Exceptional Customer Satisfaction...

📌 LKCS Again Measures Exceptional Customer Satisfaction with Near-Perfect Net Promoter Score



LKCS is pleased to announce that even during the pandemic they have continued to achieve a Net Promoter Score (NPS) of 91 on a February, 2021 customer survey.

The score highlights that the success of LKCS' "We do that" culture continued throughout the turbulence of the pandemic.

The NPS is used to measure each client's willingness to recommend a company's products or services to others, to determine the customer's loyalty to the brand, and as a way to measure overall customer satisfaction with the company's products or services.

Net Promoter Scores can range from -100 to +100. A positive score, or an NPS above 0, is considered to be "good." Any scores greater than 50 are "excellent", with scores anywhere above 70 considered to be "world-class."

"We decided to survey our clients during the COVID-19 pandemic because a significant number of both our own staff and our clients' staff were working from home. While we believed we were giving the same high-level of customer service clients were accustomed to, we didn't want to just assume" said Sid Haas, Vice President of Business Development at LKCS. "Serving our clients is our number one priority and their experience is at the heart of all we do."

THE VAST MAJORITY OF LKCS CLIENTS ARE CLEARLY INDICATING THAT THEY ARE LOYAL AND ENTHUSIASTIC PROMOTERS OF THE COMPANY.

"We were surprised and very pleased that we once again achieved an NPS score above 91%" says Rose Pollard, LKCS' Chief Financial Officer. "With the enormous paradigm shift caused by the pandemic, we wanted to be certain that we never take our clients' loyalty for granted. I firmly believe our NPS score reflects our team's incredible dedication to each and every client".





Provide Logoed Products to Keep Active This Summer!

Free swag could be just the thing to show the next generation how to be financially responsible and instill lifelong values. Draw in younger customers and get them interested in what you have to say. Looking for more ideas? LKCS has promotional items for any age group.

VISIT OUR LOGOED PRODUCTS STORE TODAY!

We've made it easy for you to find logoed products based on the price range you need, the event you are planning or promotion you are marketing! For additional information about these products and much more, browse our catalog at getlogoed.lk-cs.com.

Safety First!

The silicone strap easily attaches to handlebars, seat posts and frame tubes. Extra features include two light modes (strobe and continuous on), water resistant, and easy installation on backpack, helmet, etc. makes it perfect for cycling, hiking and walking. Buy two for each customer and use one for a head light and one for a tail light!

Cyngus Bike Light

Search CPN-552104420

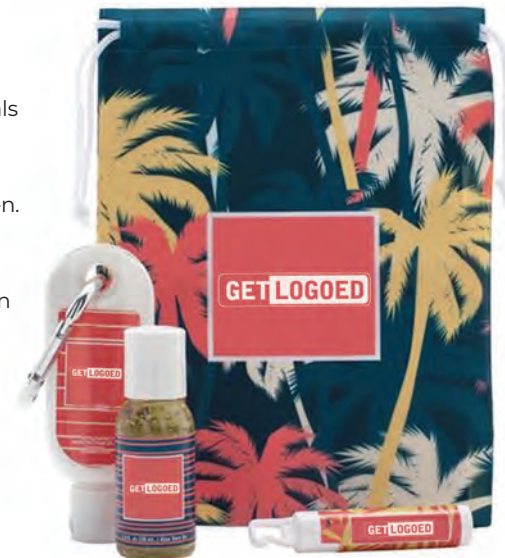


Fun in the Sun Summer Essentials Kit.

Our Fun in the Sun Summer Essentials Kit is the perfect giveaway to prepare for hot summer days, cool summer nights and all the activities in between. Each kit is equipped with a SPF 30 sunscreen, aloe gel and a SPF 15 lip balm with hook cap. All items come in a stylish and nifty drawstring bag.

Fun in the Sun Summer Essentials Kit

Search CPN-553203223



We are here to help! Call our experts toll free at **866.552.7866** for advice or suggestions.

getlogoed.lk-cs.com



Open More Doors to Opportunity!



Run Multiple Loan Type Offers Simultaneously with Pre-Screen Loan Prospecting

Pre-screen prospecting is easier than you think!

Targeted data is available for refinance offers and new loan acquisitions. You determine the credit requirements (FICO scores, equity, LTV, etc.) your borrowers need to meet for your financial institution, and only purchase the leads that meet your requirements.

Are you looking for more:

- » Auto Loans?
- » Mortgage Loans?
- » HELOC and Home Equity Loans?
- » Auto & Mortgage Refinancing?
- » Credit Cards and Balance Transfers?

You can also use pre-screen prospecting to:

- » Acquire new customers
- » Increase loan revenue with existing customers

LKCS can help from concept to completion. We will even run counts at no charge to determine the cost of your pre-screen marketing campaign. **When your marketing is focused on the right individuals, your results will improve!**

Attend our webinar to learn more about Pre-screen Loan Prospecting. You can also go to lk-cs.com/prescreen to learn more. Call **866.552.7866** to speak with a sales representative today.

FREE WEBINAR

Pre-Screen Loan Prospecting

» July 14, 2021
1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar





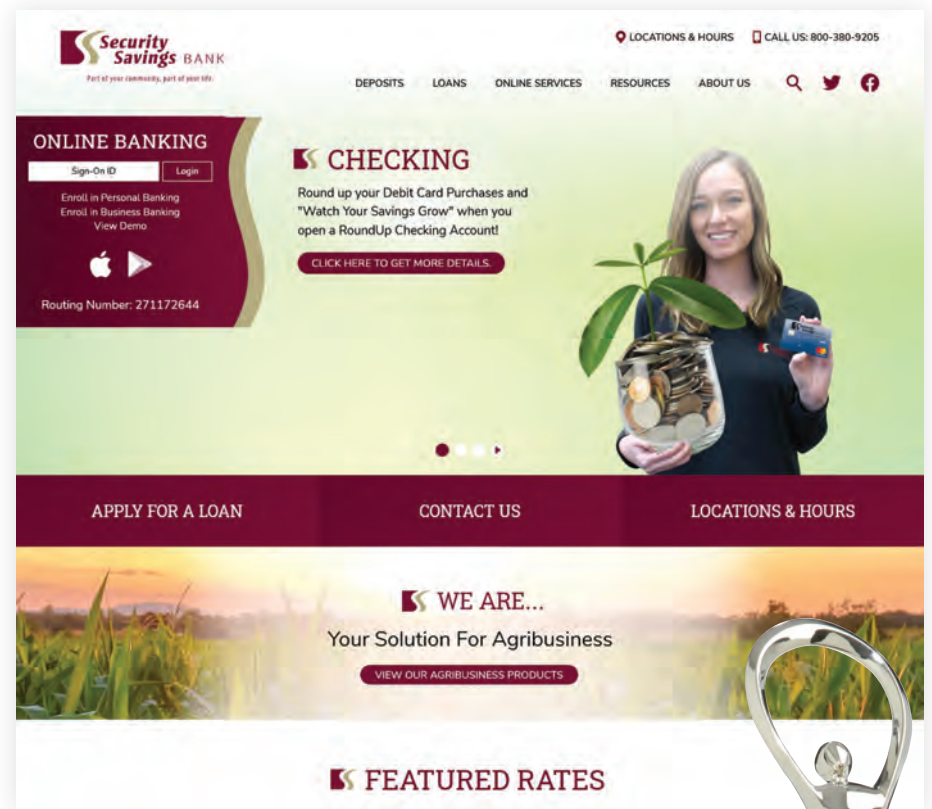
**COULD YOUR WEBSITE
OR MARKETING PIECE
be the next award winner?**

Award Winning Designs

“We are honored to win these awards,” says Karl Ribas, Director of Digital Services at LKCS. “We pride ourselves in our ability to provide custom design and marketing solutions that meet and exceed our clients’ expectations. We are excited to share these awards with our clients! Our Digital Services team continues to grow and impress me with the results of their teamwork.”

Please take time to view our awards and read the customer testimonials. See for yourself the dedication and commitment to success that LKCS will bring to your projects.

You too can be exceptional! Visit us online at lk-cs.com/web or call 866.552.7866 to speak with a sales representative today!



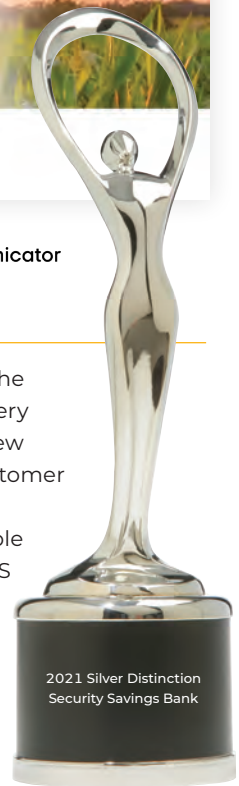
Security Savings Bank

WWW.SECURITYSAVINGS.COM | SILVER DISTINCTION



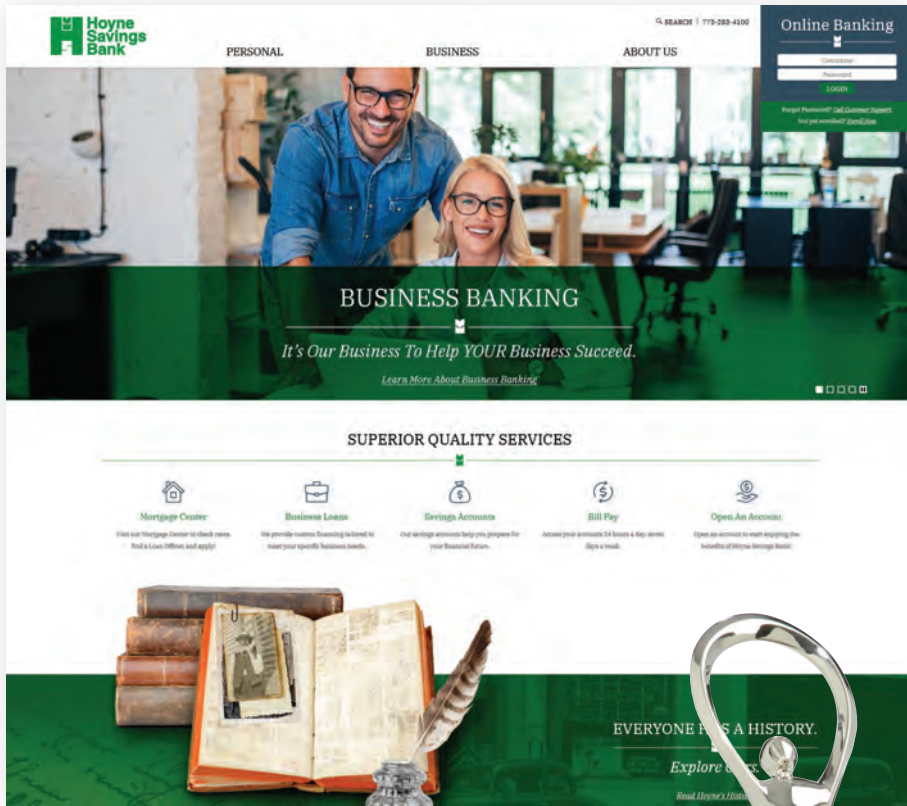
“LKCS redesigned the Security Savings Bank website last year. The entire LKCS team was easy to work with, very professional, and very responsive to changes and ideas we requested for getting the new website set up. What has really impressed us is the ongoing customer service they have provided. I can’t say enough about our service representative, Amy Rankin. She and her team are always available to answer questions or solve problems. I highly recommend LKCS for their products, their website design skills, and their ongoing communication and service.”

[Peggy Sprout](#) | VP of Marketing



2021 Silver Distinction
Security Savings Bank



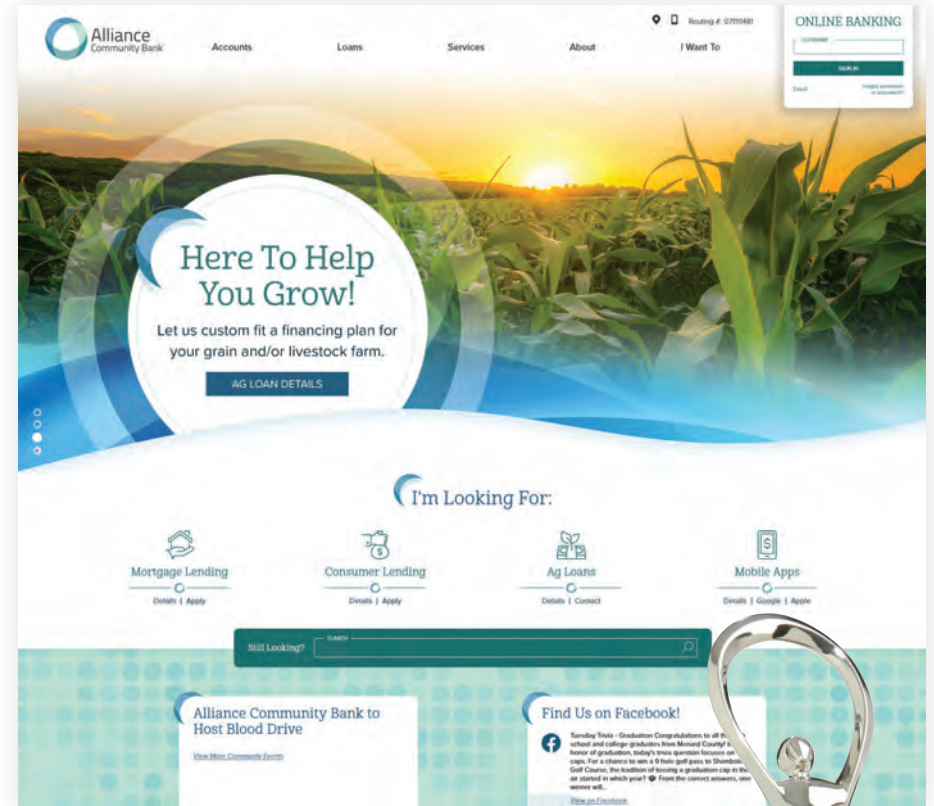
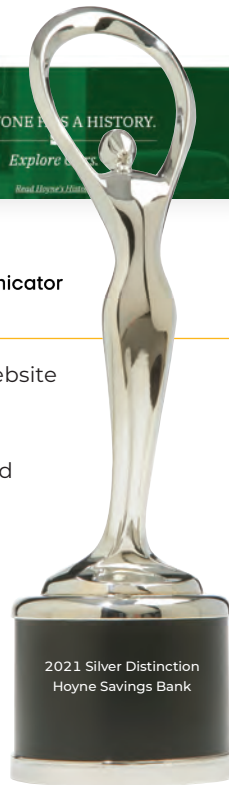


Hoyne Savings Bank
WWW.HOYNE.BANK | SILVER DISTINCTION



"LKCS was the right choice for the redesign project of the website for Hoyne Savings Bank. The team there was great to work with and developed a new website that we are very pleased with. Congratulations to the LKCS team for this well-deserved recognition."

Michael L. Bagniewski | Vice President



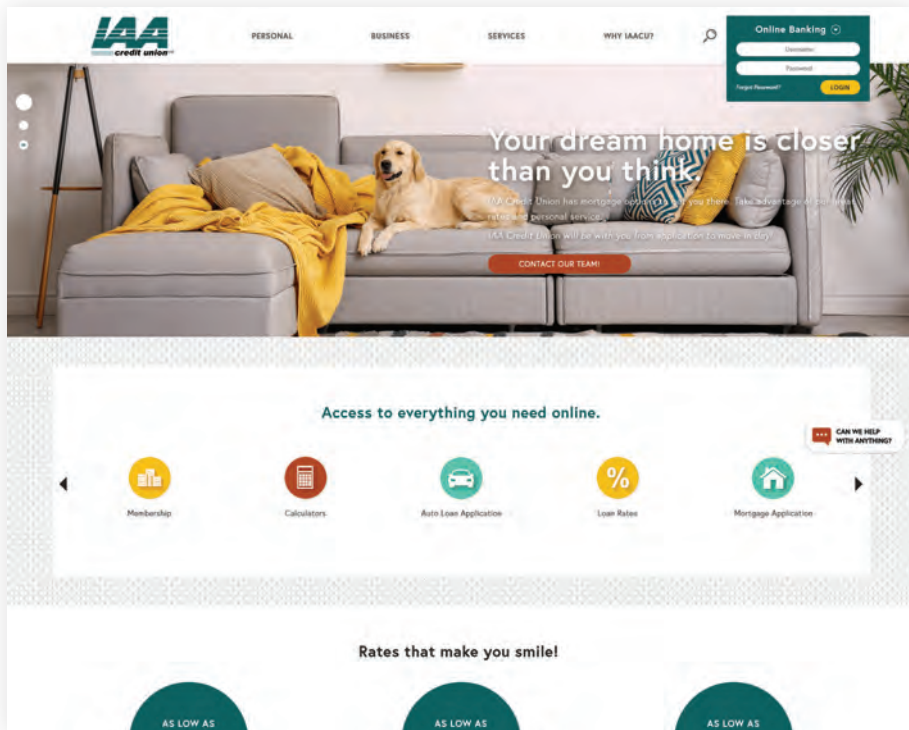
Alliance Community Bank
WWW.BANKACB.COM | SILVER DISTINCTION



"LKCS made our website redesign project smooth and easy! I really liked that we were able to customize the site to meet our needs. When something needed tweaking, they were quick to make the changes. The entire process was really great!"

Lindsay McAnally | Vice President of Administration,
Marketing/CRA Officer





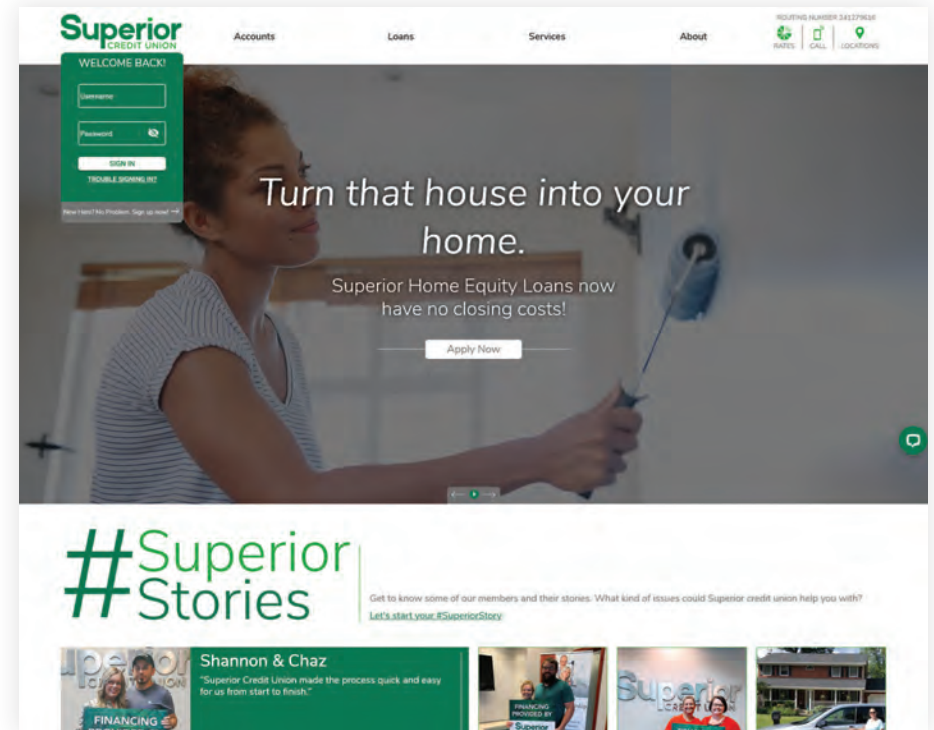
IAA Credit Union

WWW.IAACU.ORG | BRONZE HORIZON AWARD WINNER



"LKCS understood our brand and listened to the goals of our site. We were able to not only take their feedback and direction but also add our own. We are extremely happy with their service and knowledge."

Jennifer Killian | Marketing Manager



Superior Credit Union

WWW.SUPERIORCU.COM | SILVER HORIZON AWARD WINNER



"From the moment we signed on with LKCS, I knew we were in good hands. We gave them our vision for our new website and they exceeded our expectations. They are one of the best vendors I have worked with – great communicators, efficient and timely. We are so grateful we teamed up with LKCS!"

Kelsey Joseph | Director of Marketing



IF YOU SNOOZE, YOU LOSE!



VISA CREDIT CARD
INTRODUCTORY RATE!

1.99% APR*
— FOR 6 MONTHS —

EARTHMOVER
CREDIT UNION

630.844.4950 | earthmovercu.com



YOUR SAVINGS INSURED TO \$500,000 PER ACCOUNT
BY AMERICAN SHARE INSURANCE

*APR = Annual Percentage Rate. Accounts opened between 03/1/2021 and 12/31/2021 will receive 1.99% introductory APR on purchases and balance transfers for the first 6 months after the card is issued. After promotional time frame expires, remaining balance will migrate to standard APR applicable on your account. Rates vary between 7.00% APR-13.6% APR.

©2020 217728 LKCS | lk-cs.com

Earthmover Credit Union

WWW.EARTHMOVERCU.COM | GOLD HERMES AWARD WINNER

“We can always count on LKCS to bring our promotional campaigns to life. They routinely deliver quality work.”

Janel Cabadas | VP of Marketing and Business Development



2021 Gold Winner
Earthmover
Credit Union

FAST CASH!

Columbus United
FEDERAL CREDIT UNION
Banking With You.®

A \$25 Fast Funds Loan
can rescue you from your CASH emergency.

**QUICK!
CONVENIENT!
AFFORDABLE!**

APPLY TODAY!

bankingwithyou.com
402-563-4597

See a loan officer for details. All loans subject to approval.
FEDERALLY INSURED BY NCUA

Columbus United
FEDERAL CREDIT UNION
Banking With You.®
PO Box 585
Columbus, NE 68602-0585

©2020 217728 LKCS | lk-cs.com

**Columbus United
Federal Credit Union**

WWW.BANKINGWITHYOU.COM | SILVER DISTINCTION



“Columbus United has been working with LKCS for a few years now and is very pleased with the fast turnaround times for the campaigns we have run. We are also very pleased with the creative aspect of their work since it is always original, well crafted, and succinctly conveys the messages we want to send to our members. From digital ads to billboards to postcards, we have relied heavily on their expertise.”

Brian Christensen | President



2021 Silver Distinction
Columbus United
Federal Credit Union





WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

4130 Plank Road
Peru, IL 61354



Address Service Requested

PRSRT. STD.
U.S. POSTAGE
PAID
Creative Services