ProfitPrinciples

DIGITAL BRANCH TOOLS

Fit your branch in the palm of their hand!

» P2

Digital Branch Tools

Fit your branch in the palm of their hand!

The pandemic has shown us that having the ability to interact with customers and prospects digitally is a necessity. They require the convenience and simplicity of a well-designed customer experience.

LKCS OFFERS THESE PRODUCTS TO IMPROVE YOUR DIGITAL BRANCH:

Site Management
Sitefinity CMS and Tool Suite

» Easily update announcements, rates, banner ads and more
» Includes change management tools to document site changes

Marketing Automation
Improve lead generation with automated follow-ups

» Grow your audience
» Strengthen relationships
» Encourage them to take the next step

Form Builder
Secure, Online Digital Forms

» No programming experience needed
» Digitize your paper processes
» Capture data from incomplete forms

Digital Lending
Mortgage, Home Equity, Unsecured and Auto Loan Platforms

» Educate borrowers about their loan options
» Integrate with ANY loan origination system

Interactive Financial Calculators
What you've been dreaming of

» Allows users to learn and explore
» Delivers you qualified leads

Online Chat and Chatbot
Enhance customer engagement and reduce costs

» Offer one-to-one communications on your website
» Staff not required to be in the office to respond

LKCS' digital tools will provide your branch with the branding, capability, and functionality you require. All at an affordable price!

Learn more about these Digital Tools at our upcoming webinar. You can also visit our website to schedule a demonstration for any of these tools. Contact us at **866.552.7866** to speak with a sales representative today.

FREE WEBINAR

Digital Branch Tools

» **January 12, 2022 • 1 pm CST**

REGISTER ONLINE AT:
lk-cs.com/webinar

90% of people use online banking tools to check their account balances.

lk-cs.com/web »

Statements: A Marketing Tool

Use your monthly statements as a marketing tool! With postage being the biggest part of your statement expense, it doesn't cost you much more to turn your statements into a marketing vehicle. For your e-statement customers, the additional cost is almost nothing!

With LKCS, you'll get the latest in statement technology and unsurpassed customer service! We offer a full suite of statement printing, mailing and e-statement options. Our full color statements can draw attention to critical statement information and break up chunks of data to create easy to understand segments.

HERE ARE WAYS THAT YOU CAN TURN YOUR STATEMENTS INTO A MARKETING TOOL:

» **Statement Reformatting**

Turn hard to read data into data that your customers can use. You'll also receive more marketing options due to our ability to move and reflow data.

» **Marketing Onserts**

You have the ability to personalize your statements and send different messages and ads based on your demographic data. One of our customers regularly uses over 30 different onserts to create highly personalized statements.

» **Full Color Printing**

Promote your products and services more effectively at a lower cost than using multiple inserts.

Go to our Statement Marketing Simulator to see statement personalization first hand. Find this at **lk-cs.com/statement-simulator**.

Visit us online at **lk-cs.com/statements** or attend our webinar to learn how LKCS statements can improve your marketing results. You can also call **866.552.7866** to speak with a sales representative today.

FREE WEBINAR

Statements: A Marketing Tool

» **February 9, 2022 • 1 pm CST**

REGISTER ONLINE AT:
lk-cs.com/webinar

Transactional documents are opened and read!

lk-cs.com/statements »

LKCS Renews Annual SOC 2 Security and Confidentiality

LKCS has again successfully completed an annual SOC 2 Audit on Controls at a service organization relevant to security, availability, processing integrity, confidentiality and privacy.

The successful completion of this comprehensive audit demonstrates LKCS' commitment to implementing processes and controls for delivery of high-quality services to its customers. Key services included in the scope of the audit were LKCS' statement processing and e-statement operations, database marketing, direct mail, information technology policies and procedures, and website hosting services.

According to Sid Haas, Vice President of Business Development, "LKCS focuses extensively on ensuring the absolute safety and security of our clients' confidential data. Our SOC 2 report reflects the processes and procedures we follow daily, the suitability of our controls design, and the operating effectiveness of the controls we have in place."

About SOC 2 Certification

The American Institute of Certified Public Accountants (AICPA) has developed the SOC 2 report based on the trust services principles, criteria, and illustrations for security, availability, privacy, confidentially and processing integrity for services organizations. The SOC 2 report includes the AICPA's predefined criteria for industry best practices regarding policies, procedures, and processes related to security, availability, and confidentiality for demonstrating a strong system of internal controls. It is a report by an independent accounting and auditing firm on management's description of a service organization's system and the suitability of the design and operating effectiveness of controls. For more information regarding SOC 2 auditing, please visit **http://www.aicpa.org**.

Improve ROI with VDP!

High-quality variable data printing (VDP) offers relevant direct mail that speaks to individuals on a truly 1:1 basis. What's more engaging: a generic mailer sent out to everyone on a list or one that uses your customer database to tailor the messaging to each customer?

Why Customization?

According to surveys by the Data and Marketing Association (DMA), mailing campaigns that use personalization achieve response rates of 6%, a big improvement over the 1-2% for non-personalized direct mail.

Compared to a standard direct mail campaign, narrowly targeting certain demographics or behaviors makes the campaign more relevant and valuable to the customer, leading to a higher response. The smaller-volume mail campaign increases the ROI due to lower postage and printing costs.

Data to Customize On:

- Rate reduction on competitors' loan
- Location of nearest branch
- Loan officer territory
- Loan payoff coming soon
- Type of loan
- New customer onboarding

Best Formats for VDP:

- Postcards
- Laser letters
- Envelopes – print targeted images and teasers
- Folded Self-Mailers

Additional Benefits of VDP:

- Combine multiple product offerings in one mailing – **save on postage**
- Based on data - **campaigns can have multiple components to mail for several months until a recipient acts on the offer**

VDP is more than just personalization. Treat each individual as a person, not part of a group or mass audience. **Improve your results by adding digital remarketing ads with Campaign Suite.** Your offers can follow customers as they surf the Internet.

Learn more on how VDP can help your marketing at our webinar on Wednesday, March 9th. Call **866.552.7866** to speak with a sales representative today. You can also go to lk-cs.com to learn more and schedule an appointment.

FREE WEBINAR

Improve ROI with VDP!

» **March 9, 2022 • 1 pm CST**

REGISTER ONLINE AT:
lk-cs.com/webinar

Product relevance improves results!

lk-cs.com/vdp

Grill at the Right Temperature

This digital grilling thermometer equipped with 6.69" stainless steel double probe and accurate temperature read-out for 7 different types of meat (lamb, veal, beef, pork, chicken, fish and turkey). Choose between well done, medium, medium-rare and rare. Built-in alarm notifies you when the meat is properly cooked.

Digital Food Thermometer
Search CPN-553364867

Marketing That's Never Overcooked!

Help set the table for good times and home-cooked meals! Our featured items will help make sure that the next big dish will have the whole family satisfied. Also, since kitchen promotional products are useful, they are likely to stick around for years!

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.**

Keep Your Leftovers for Tomorrow

Save your meal for another day in this beautiful large collapsible bowl. It easily collapses to minimize the amount of storage space it occupies. The bowls are available in several exciting colors, are microwave safe, meet FDA standard and are BFA free.

Beautiful Large Collapsible Bowl
Search CPN-554005850

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

getlogoed.lk-cs.com

WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

Address Service Requested

4130 Plank Road
Peru, IL 61354

60 YEARS