

Case Study

Domestic Bank

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Profile:

In an increasingly competitive banking environment, Cranston, Rhode Island-based Domestic Bank depends on Response Technology's INVISION analysis and reporting software to provide valuable data for measuring business strategies. Domestic Bank employs 100 people, has 19,000 accounts, and \$180 million in assets.



"INVISION helped us get a good handle on our customer base. Now, we can strategize, execute promotions, measure the results and then change, abandon or maintain a strategy."

**Walter Brillard
Treasurer/CFO**

● A Smarter Way to Create Reports
INVISION



As Domestic Bank's Treasurer and Chief Financial Officer, Walter Brailard is responsible for technology, deposit operations, loan servicing, finance, and accounting. According to Brailard, the banking environment in the Northeast has changed quite a bit during the past 10 to 20 years and banking has become more competitive. As a result, Domestic Bank works hard to acquire new customers and assets while maintaining the excellent service it provides to its existing customers. "In a competitive environment like ours, INVISION helped us get a good handle on our customer base," Brailard says. "Now, we can strategize, execute promotions, measure the results and then change, abandon or maintain a strategy."

Four years ago, the bank moved its data processing in-house from an outside service bureau and implemented the Premier II software from ITI. Shortly after, Brailard and his colleagues learned about INVISION and selected the software for their analysis and reporting tool.

"INVISION software makes it easy to quickly create a report," Brailard says. "It's easy to use without requiring a great deal of training. We've also had good support from Response Technology."

According to Brailard, the INVISION analysis and reporting software helps the bank chart its progress. For instance, staff can analyze the success of account and product promotions, capture customer deposit balances, and monitor customer growth from cross-sell opportunities.

For example, the bank has a business goal that commercial loan customers maintain a checking or savings relationship with the bank as well. Using INVISION, Domestic Bank can run a single report to identify commercial loan customers and determine other types of accounts and balances maintained by those customers.

Brailard notes that for a community bank, INVISION offers good access to information without learning a higher level programming or report writing language. "The feedback I've had from bank employees on INVISION is favorable," says Brailard. "Staff are pleased that they're able to respond to requests for information quickly."

Response

T E C H N O L O G Y

For more information on how INVISION can make ad-hoc reporting work for you and your institution, call or write us:

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