

Case Study

First Farmers Bank & Trust

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Profile:

Founded in 1885, First Farmers Bank and Trust has served generations of North Central Indiana residents. In the age of bank mega-mergers, First Farmers prides itself on retaining its hometown flavor and quality customer service while providing innovative products at competitive rates. As the bank grows, it relies on INVISION analysis and reporting software from Response Technology, Inc. to help chart its progress.



"INVISION is easy to learn and easy to use... and helps us determine which products and which strategies are most successful."

***Dave Eikenberry
SVP/Operations***

● A Smarter Way to Create Reports
INVISION



“One of our challenges is to continue to increase growth,” Eikenberry says. “INVISION helps us determine which products and which strategies are most successful.”

First Farmers Bank and Trust has 13 offices located throughout seven Indiana counties. The bank’s 130 employees serve 20,000 customers and manage \$350 million in assets. As the Senior Vice-President of Operations at First Farmers Bank and Trust in Converse, Indiana, Dave Eikenberry is responsible for all branch operations.

About five years ago, First Farmers put INVISION to work. “INVISION makes it easier to pull reports,” Eikenberry says. “In the past, only one or two people in data processing were able to generate reports. Today, using INVISION, more people in the bank have access to reporting.”

For example, INVISION is used within lending, deposits, and marketing departments. With INVISION, First Farmers is able to determine the volume of transactions by branch location, by loan officer, analyze loan rates, and much more.

According to Eikenberry, bank employees appreciate the ability to create reports and then go back and make changes quickly and easily. “In a couple of minutes we’re able to run and have in our hands a report that would take someone in data processing at least 15 minutes just to prepare the request.”

But, for First Farmers, one of the primary benefits of using INVISION is the ability to generate reports independently. “We don’t have to rely on someone else,” Eikenberry says. “INVISION is easy to learn and easy to use. You will get the results you’re looking for.”

First Farmers also reports that Response Technology offers excellent support. “It is one of the better companies in terms of support,” Eikenberry concludes. “We don’t have to call that often, but we’ve always been satisfied.”

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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