

**WHO:**

Farmers Capital Bank Corporation, a BSG Financial Group customer since September 2000.

Julie Riggs, Vice President, Branch Support, United Bank & Capital Trust Co.

WHAT:

Farmers Capital Bank Corporation is a bank holding company headquartered in Frankfort, KY.

In 2017, the company consolidated its operations center, FCB Services, Inc. and its four banks (Farmers Bank & Capital Trust Co.; United Bank & Trust Co.; First Citizens Bank; Citizens Bank of Northern Kentucky) into one bank, United Bank & Capital Trust Co. with 34 banking locations in 21 communities throughout Central and Northern Kentucky.



Farmers Capital Bank Corporation: ‘BSG Financial Group did everything perfect the first time, just as promised.’

Special project deepens bank holding company’s appreciation of BSG Financial Group and its commitment to service excellence.

Background

In 2000, Farmers Capital Bank Corporation implemented BSG Financial’s CourtesyConnect® (formerly OverdraftHonor®) – a comprehensive courtesy overdraft management system providing cloud-based software, expertise, best practices, regulatory guidance and training – to enable its four banks to meet and exceed customers’ expectations and federal guidelines.

In July 2016, the holding company approached BSG Financial Group to assist with a critical project that would affect customers and operations at all of its banks (which were being consolidated into one bank, United Bank & Capital Trust Co.).

The Challenge

Farmers Capital Bank Corporation was looking to migrate multiple retail functions across all of its banks into its single operations center, FCB Services, Inc., as a way to streamline the company’s processes. These functions included online banking, overdraft management and check printing, to name a few.

In order for the consolidation of these functions to be successful, it would be paramount that each customer within the four banks have a unique account number. Unfortunately duplicates existed, so the company was faced with assigning thousands of new account numbers, while ensuring no disruption to customer expectations or their data in the process.

The consolidation of the new account numbers involved multiple third-party vendors, including BSG Financial Group, which provides overdraft management services for customers at the holding company’s four banks.

The Solution

The holding company enlisted the help of Julie Riggs, VP, Branch Support, at United Bank & Capital Trust Co. to head up the task of overseeing the project via BSG Financial Group. Riggs, who joined the bank in 1994 and works with its branch retail services, is no stranger to working with vendors; and has been the primary contact with BSG Financial Group since employing them more than 16 years ago.

“I knew this task would be challenging for all of our vendors,” said Riggs. “There was a tight [approximate one-week] deadline with the expectation of no customer interruptions, so the bar was set pretty high.”

BSG Financial Group immediately informed Riggs of the type of data and file formats it would need to meet the project goals and timeline.

“Frankly, our data center was skeptical that BSG Financial had requested all of the information that they would ultimately need from us,” remarked Riggs. “Every other vendor we worked with on this project had come back to us, often multiple times, to ask for more data or different file formats.”

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We had a big change with the account numbers for all four of our banks. You guys were outstanding! Our data center mentioned that you were the easiest vendor to deal with for this project. BSG Financial is always the BEST. This is just another case that shows why I love doing business with you.

Even though this is always the support we get from you, I just don't want to take it for granted, so I wanted to comment.

--Julie Riggs, VP, Branch Support, United Bank & Capital Trust Co.

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Contrary to this doubt, however, BSG Financial Group needed nothing more from the Operations center. According to Riggs, BSG Financial set about completing the task with very little additional help from her, aside from swift and timely back-and-forth communication regarding approvals and specific tasks. **“BSG Financial Group was so organized and had everything very well-planned,”** said Riggs. **“They knew exactly what they needed and they got it exactly right.”**

One of the things that BSG Financial got “exactly right” was assigning old account balances and history to the new account numbers, which was necessary in order to maintain the NSF history of each account. Another was testing and re-testing every overdraft notification and collection letter the system produces to ensure all contact and account information was correct. **“So many things could have gone wrong, but there were absolutely no glitches. Not one,”** said Riggs.

“BSG Financial is the best. This is yet another case that shows why I love doing business with them.”

— Julie Riggs, Vice President,
Branch Support, United Bank &
Capital Trust Co.

The Result

Riggs reported that the success of this project saved the company time and energy that could potentially have been spent fixing problems. “But there was nothing to fix,” she said. **“Everything was perfect the first time, just as promised.”** She said neither the banks involved nor their customers have experienced any disruption or errors in their overdraft service since the account number consolidation.

“Having worked with BSG Financial for many years,” said Riggs, **“I have complete confidence that when they say they are going to do something, it will be done... and done correctly. In this case, even I was amazed at how seamless everything was.”** Riggs said that BSG Financial’s competence on this special project deepened her appreciation for the company. **“BSG Financial is the best. This is yet another case that shows why I love doing business with them,”** said Riggs.

About Farmers Capital Bank Corporation

Farmers Capital Bank Corporation is a bank holding company headquartered in Frankfort, Kentucky. The Company operates 34 banking locations in 21 communities throughout Central and Northern Kentucky, a data processing company, and an insurance company. Its stock is publicly traded on the NASDAQ Stock Market LLC exchange in the Global Select Market tier under the symbol: FFK.

For more information, go to www.farmerscapital.com.



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