



## The Human Factor Behind the Core Decision

The people who work at **First National Bank** in Frankfort, Kansas pride themselves on serving their community. Their mission of providing banking services to their community and surrounding areas has been their guiding principle throughout their 100 plus year history.

However, their core provider was not living up to their values. That's why when they had the opportunity to change their core experience, President and CEO Jay Kennedy immediately thought of SHAZAM.



**Top-notch  
Customer Service**



**Reliable  
Performance**



**A Powerful  
Partnership**

# The Opportunity

## Tired of Being Just a Number

Customer service was the number one priority when First National Bank went looking for a new core provider. The bank's employees were tired of dialing an 800 number, going through a long phone tree only to not get any answers to their questions. "The major reason I wanted to move was to be able to call a number or to email someone that I was able to get an answer from within a very short amount of time," said Amy Adams, First National Bank Vice President of Operations.

SHAZAM prides itself on providing personalized service with SHAZAM Core™. This is why First National Bank President and CEO Jay Kennedy had SHAZAM as top of mind when looking for a more customer-centric solution. In fact, customer service was such a priority he didn't care about a demo. "I didn't care what it looked like. I wanted to know about the service first and then we got to the demo," said Kennedy.

# The Fix

## A Team Dedicated to Their Needs

During the day of conversion SHAZAM made sure the process would go as seamless as possible for First National Bank and their customers. SHAZAM's conversion team brought 10 people with them, and no one



left until the work was complete. "We had someone sitting at our front desk and she saw just as many customers as I did. We didn't feel alone. We didn't feel like it was just 'ok we converted you now get to work,' said Adams.



**We knew that the technology would work and allow us to build our community in a stronger way. That's why we partnered with SHAZAM and why we continue to be a partner with SHAZAM, said Kennedy. We don't have to worry about the issues that come up with technology because we know SHAZAM is going to take care of it. It allows us to focus on helping our customers and help our community grow.**



SHAZAM's level of service goes beyond the conversion process. SHAZAM Core provides 24/7 service, from a team of experts located entirely in the U.S. Many team members are former banking professionals, helping them understand the need for quick responses and seamless resolutions. This service-leader mentality is engrained in SHAZAM's employees and leadership team. "Throughout the process

I had a top-level executive reach out to me. That's kind of how I want to be as the president of this bank. And that's how I felt with SHAZAM," says Kennedy.

## The Outcome

Issues related to core banking at First National have dramatically decreased by making the switch to SHAZAM Core. Previously, problems would arise weekly where a feature wasn't working. Now, those concerns are no longer a disruption for the bank's employees. By having a trusted core platform in SHAZAM Core, employees at First National Bank have more time to focus on their number one priority, their customers.

Listen to their full story [here](#):



To request a demo or more information on **SHAZAM Core**, please contact your **SHAZAM Regional Director** or [contact a specialist](#).

**Change Your Core Experience®**

