



DGC Deposit Growth Checking
POWERED BY PINNACLE

**The business for
better banking.**



PINNACLE
Financial Strategies

pinnstrat.com

The cost of acquiring new customers is escalating. What will you do to set your institution apart?

Attract and retain not only more customers, but more profitable ones with Pinnacle Financial Strategies' Deposit Growth Checking. Our comprehensive deposit acquisition and retention program encourages customers to use e-banking services that reduce expenses and increase revenue.

With Pinnacle's expert analysis, you can customize your program to compete more effectively with other institutions, regardless of size.

Pinnacle's Deposit Growth Checking:

- Increases your average daily balances, adoption of cost-saving technology and profitability.
- Improves customer retention with ongoing value and enhanced service.
- Uses proprietary software that runs the program seamlessly with minimal back-office impact.
- Generates sustainable results with complete automation and management reporting to monitor performance and customer profitability.
- Provides expert support through a customized implementation process and two-tiered onsite training program – with general product overview for all employees and specialized training for new account staff at the branch level.
- Offers access to our award-winning marketing partner for a comprehensive review of communication tools designed to maximize ROI and program success.
- Provides ongoing regulatory guidance and support to assist you with all required compliance disclosures.
- Incorporates proprietary Critical Success Factors, developed from a decade of proven client experience, to direct DGC implementation and operations.