

# RSVP™ Switch Kit

**Reserved Service. Valued People.**



## ***Make It Easy For Customers to Switch to Your Institution.***

### **The RSVP™ Switch Kit is created to:**

- Increase deposits
- Increase loan and deposit cross sell
- Create a deeper relationship at new account opening
- Reduce Attrition

The MarketMatch RSVP™ Switch Kit process is designed to make it easy, comfortable and efficient for your staff and customer to switch banking relationships. Overcoming the inertia created by electronic debits/credits at competing banks is a tough challenge; however, customers want to change!

Bring to life your service culture with our process and deliver a process simple for the staff that translates to a consistently superior customer experience!

RSVP™ is not simply a packet of forms... it is an all-encompassing operational binder and training process that each staff member with customer contact will utilize.

### **Included in the operational binders are all of the following:**

- *Localized Payee Information*
- *Calculating Balances Worksheet*
- *Customer Follow-Up Log Book*
- *Decision Tree to assist with cross selling*
- *Authorization Forms*
- *& more!*

Our customized proven process works! The customized RSVP™ binders, exclusive "Magic Minute" training, and kick-off to the powerful promotional materials makes our RSVP™ Switch Kit process positive impact on your financial institution!



**Give us a call...937.832.7894 and see how RSVP™ Switch Kit can work for you!**

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