

BancorpSouth Customers Delighted by FinanceWorks™ powered by Quicken®

Bank's Beta Clients Using Next-Generation Online Banking Solution Improve Ability to Save

About BancorpSouth Bank

BancorpSouth (www.bancorpsouth.com)

\$13.4 billion in assets

Retail and Business Banking services. Online Banking with Digital Insight since 2000

Based in Tupelo, MS, with locations in Alabama, Florida, Arkansas, Louisiana, Mississippi, Texas, Tennessee and Missouri

CLIENT SUCCESS

Challenges/Opportunities

- Retain and deepen relationships with profitable customers and win new ones
- Increase bank's share of wallet
- Enable customers to achieve financial goals through simple and effective online tools

Actions

- Participating in DI beta for FinanceWorks powered by Quicken
- Plans to use Digital Insight LaunchSmart for FinanceWorks
 - Complete set of marketing and training materials to drive adoption and active use of FinanceWorks

Outcomes

"We can see how this new capability could help drive even greater customer loyalty for BancorpSouth because it helps customers solve important financial tasks easily and all in one place."

- End users testing the product completed over 2,000 activities with an average 92% success rate and submitted at least one testimonial*. Here's what they had to say:

"This made it so easy to see my accounts. Seeing the little extras we don't really need will help us to save. Great product!"

"I LOVE, LOVE, LOVE being able to see right away how much I'm overspending or saving each month and combining months to get a clearer picture of my spending habits."

"I already love banking with BancorpSouth, this product will make me an even more loyal customer."

- Survey* results proved that FinanceWorks is a delighter with a Net Promoter Score of 42.
 - 72% of respondents said they will logon to their financial institution's website more often.
 - 77% said they are more likely to recommend their financial institution.

Ask

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* Intuit End User Study, August 2008, conducted over a two-week period with 264 active end users of FinanceWorks.

This testimonial represents the individual experience of this particular customer and is not necessarily a typical experience. Intuit does not guarantee that similar results will apply to all customers.