



## MESSAGE FROM THE CEO

The summer has been pretty nice so far, I hope everyone has had a chance to take advantage of the great weather. I look forward to seeing many of you again this summer as we visit you, and occasionally having you visit us. We are always open



**Jerald Murphy**

CEO, BITS

to customer visits, so please do not hesitate to book a visit to our offices. It's always great to see our customers and hear constructive feedback.

While the economy generally seems to be moving forward, the environment continues to be somewhat unsettled. One thing that is not in question, is the level of regulatory burden that continues to push for more accountability, compliance, and security. As the costs of these burdens continue to rise, it becomes more important to squeeze value out of every dollar we have. In addition, we need to find ways to differentiate our services in this atmosphere. That said, one has to ask the question: how can we make a difference?

I believe community banks continue to make a difference. There are three actions we can all take to make a difference with our customer base: knowing your community; honoring your commitments, and adding value.

**Know your community** – By developing strong local relationships Community Banks have a significant advantage over their competitors. Community banks are the lifeblood of the community, helping fund significant commercial activity throughout the local area. Unfortunately, it

is becoming more difficult in the millennial age with younger customers less likely to visit branches. Community banks can still



maintain intimacy through online banking connections, social media, and especially phone services. BITS believes contact centers will become increasingly important to maintain interactions with the community. We can help you develop a customized solution to create a better banking experience for your customers.

**Honor your commitments** – With increased intimacy comes increased expectations. It is a distinct advantage to be able to listen to your customers, understand what their needs are and translate their needs into action. A great way to demonstrate to customers how you are meeting their needs is through the use of visual metrics. One of the actions BITS has taken to show our commitment, is continually updating our portal. The MyBITS portal has custom information for each customer, where you can see in real time the status of your infrastructure, as well as up-to-date information on each trouble ticket and change request. We believe giving customers real time information, with different ways to access this information, goes a long way in showing commitment to continuous improvement.

**Add Value** – As pressure to cut cost increases, we believe it is even more

important to demonstrate value, quality and service. It is possible to use cheaper equipment, fewer staff, and drop features. However, doing this starts a downward spiral to provide cheap solutions, which are rarely the best solutions. BITS uses the highest quality Cisco network and telephone equipment, as well as industry leading security solutions. We hire the best people in the industry, with the highest level of certifications. While this all costs money, we believe delivering value is a greater benefit to our customers.



BITS will continue to find ways to exceed client expectations and increase our value proposition. Our upcoming call recording service is another step in this direction. As community banks continue to find ways to add value to their customers, BITS stands ready to help them do so.

Best wishes,

## New Product (coming soon!) Call Recording

BITS Call Recording is a new feature nearing completion and launch. It will provide rock-solid call recording, easily tailored to meet the needs of our customers. Call recording can be deployed on a per-telephone bases, either for a normal user or for a Contact Center agent or supervisor. Our Call Recording feature will stand up to the rigorous needs of Community Banks which require service excellence, policy adherence, and regulatory compliance. The feature enables staff to better monitor quality, better understand customers, improve performance, resolve disputes quicker, and 'mine' fresh business intelligence. Users can record calls automatically, by business rule, or on demand. In addition, authorized users can quickly find and play recorded calls on demand when needed to address service issues. Call Recording enables users to:

- Protect call recordings in secure storage and during network transmission with AES 256-bit and SSL encryption.
- Automatically pause and resume recording to protect sensitive data and comply with security standards.
- Monitor agents to guide issue handling, achieving service excellence.
- Review call recordings to discover new ways to improve customer satisfaction and agent workflow.
- Archive recordings on retention schedules that comply with policies and regulations.

Please stay tuned for the release of this exciting new feature.

IT'S TIME FOR BANKS TO FOCUS  
ON WHAT MATTERS MOST -  
**BEING A BANK**

Leverage a  
Trusted Partner  
Like BITS to Help!

(888) 400-BITS  
www.bitsnetwork.com

**BITS**

## Welcome to our newest customers

BITS is proud to welcome The First National Bank of Elmer and NXT Bank as our newest customers.



## Where we will be

BITS is proud to sponsor the Iowa Bankers Association Annual Chairman's Cup Golf Tournament. July 25th, Des Moines Golf and Country Club.

BITS will have a booth exhibit at the Indiana Bankers Annual Convention and Trade Show. We will also see you on the Golf Course with our

BITS sponsored beverage cart!  
September 11-13th,  
French Lick Resort.



BITS will have a booth exhibit at the Iowa Bankers Annual Convention. Visit our booth for a live demonstration of our Contact Center Solution. September 18-20th, Veterans Memorial Auditorium, Des Moines.

## Contact Information

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