



Guest Name and Title: Bob Regnier, president
Season Lenz, assistant vice president of marketing
Meggin Nilssen, vice president of treasury management and sales
Guest Company: Bank of Blue Valley

David: Hi, this is David Patrick. Welcome to The Brand Show. Today, we're going to be talking with three folks from Bank of Blue Valley. They're based here in Kansas City — Bob Regnier, who is the president, Season Lenz, who is the assistant vice president of marketing, and Meggin Nilssen, who's the vice president of treasury management and sales. Welcome.

Bob: Thank you.

Season: Thank you.

Meggin: Thank you.

David: So Bob, tell us a little bit about Bank of Blue Valley. I know you've been there a while, and it's kind of been the bank you've grown up with. Tell us about Bank of Blue Valley.

Bob: Well, Bank of Blue Valley is a local, community-based institution that's locally owned. We've been around for almost 25 years. We started in 1989, December of 1989, on the corner of 119th and Metcalf. We've expanded over the years. We're about 175 employees with over \$600 million in assets. Now, we've got five branching locations throughout Johnson County. So the bank has grown; we have a lot of retail deposits. We're a retail bank for the suburbs, and we also do a lot of commercial lending for the businesses in and around Kansas City.

David: Meggin, I know there are a lot of changes taking place in retail banking. Tell me about some of the big changes that are affecting how you engage customers.

Meggin: That's a great question. Really, over the past 15 years, as you can



retail + communications

514 w 26th st kansas city mo 64108 | 816.471.3255 | twowest.com



probably attest, is a lot of things are going now electronically. So keeping up with all the changing technologies, such as online banking, personal move of money through electronic channels, less foot traffic in the banking centers — so keeping your website up to date, because that's where everybody's going. And also new technologies, such as mobile deposit capture, something that we are actively testing, is really where we see retail banking going in the future.

David: Season, what's on the mind of retail banking customers? Probably different than it was about 10 years, but yet some of the fundamentals I bet are the same.

Season: I think convenience is usually the No. 1 thing, and people say that a lot. So in banking, it's kind of what does that mean, and really, today, we think that people want to get what they want when they want it, kind of immediately. So that convenience of are you close by or can I pick up the phone? Can I go to my computer, use my mobile device to get what I want, get the answers that I want? So really, convenience, whether, you know, like I said, an actual physical location or being able to get to the bank as quickly as possible and also wanting to find sort of the best deal. I think people don't want to have to pay for a lot of things. If you go online and you do comparison shopping, you want the best deal. So it's easier to find what the best deal is out there nowadays with the Internet. So wanting to get kind of the best, and just feeling like you're treated fairly and you're not being taken advantage of, and maybe you're getting a good deal. So I think that is really on the minds of retail banking customers.

David: Bob, I know that you personally work with a lot of your customers, and you see them through several generations, of parents and the kids. What's the driving force that you've seen time and time again that makes you successful as a community bank in gaining, sustaining, and growing a customer?

Bob: I think the foundation element is obviously reputation. We've been here for 25 years, and we've worked hard on building that reputation, but the world is changing, and brand awareness is incredibly important. Making sure that your brand is not only a good brand, one that has a good reputation, but one that is current and one that looks progressive, has a positive image. Frankly, you have





to deliver on your promises. You have to keep your promises, maintain good customer service, maintain those relationships, and those are revolving, too. I think that the demands of the customer are changing a little bit. I mean, people really are looking for more electronic delivery and more immediate delivery, and so we have to stay current with all of that. And to continue to grow in that reputational piece continues to be very, very important, but I think the best way we've grown is just good word of mouth from current customers. If we continue to do that, that means we can't fall back on technology. We have to stay current, and that's something that's ever-changing — we have to keep looking for what's coming up and what other people are doing and try to make sure that the product and the availability of the service is current with the marketplace.

David: Bob, I know you talk a lot about personal relationships. If I were to join your bank and be an employee, and I'm going through new employee training, tell me about some of the philosophy that I would hear from you and your management team when it comes to customer engagement.

Bob: You know the tagline that our bank uses is "A place where you are known." And you know, that sort of hits the core of what we try to make sure everyone knows. I've always said that the money is just as green across the street. I mean, the product that we deal with, the technical product — the money, deposits, the loans — frankly, mechanically, they're very similar with every institution. I mean, the difference is how you deliver the service, and that's why we really push maintaining a really close relationship with our customers. We do everything we can to make sure that all of our employees realize that engaging the customer in a friendly matter is really, incredibly important to our success long term.

David: And Meggin, how does technology fold into the philosophy of your bank and being that bank where I'm known? How does the technology fold into that?

Meggin: It's very important, you know, engaging with the customers face to face. It's different than, you know, a piece of technology such as your computer or your mobile. So making sure that the communication is up to date, that it's current through our website and through the different marketing campaigns that





we do, but really making everything convenient. We want them to have the information available to them when they need it, so whether it's 2 in the morning or something like that, we want them to have the information available to them. We also do a lot of communication through our social media through different channels that we offer. So customers are always getting information about what's available at Bank of Blue Valley. We feel like that is important so that they do feel like they're at a place where they are known because they're seeing us, such as our brand and things of that nature.

David: Super, and just as a final question, what core retail customer fundamentals do you see reinforced year after year?

Season: That's a good question, and I don't know we discussed it here, too. Just that idea of immediacy — people wanting things when they want it. That convenience, I think, has been reinforced.

Meggin: I think really having that true financial partner, knowing that you're with an organization that's changing with the times — so that ability to be able to have this journey with your financial institution and change with them and have them bring to you the technology that's in the marketplace, that's current. That's what customers are looking for. They want to know that you're making those changes, but I think it's also important to — with the change of technology, there's always other components that we tend to forget, such as risk. I think that something we do a very good job of is making sure that the products that we're bringing to our customers are the best products for them at the best time.

David: This has been excellent. Thank you. Are there any other thoughts that either of you have on effective customer engagement at retail?

Bob: No, you have covered it pretty broadly. This kind of keeping your promise — I think that is really kind of a key customer element for any retail environment, any store, any restaurant. It's that retail promise that you make, and not that customers are unforgiving, but there seems to be more and more pressure to perform. And I think people will give you a little bit of extra room if you have a bad day or bad afternoon or bad transaction, but I think that standards are high,





as high as they've ever been. So keeping the promise and making sure we do a good job for the customers and to continue to build on our reputation, we think, are the most important elements.

David: Well, I want to go to a bank where I'm known. And I want to go to a bank where people know me. And people can partner with me and go through my life journey as my financial needs change. I think Bank of Blue Valley has a great business and brand promise, and I know each of you personally and I know you deliver on that. So thank you for being a part of The Brand Show.

Bob: Thank you.

Season: Thank you.

Meggin: Thank you, David.

David: Great. Thanks.



retail + communications

514 w 26th st kansas city mo 64108 | 816.471.3255 | twowest.com