

Guaranty Bank Testimonial

Family-owned bank knows value of customer convenience

Guaranty Bank is a full service retail financial institution headquartered in Milwaukee, WI. Founded in 1923, it is a fourth generation family-owned company. Today, Guaranty Bank has assets of two billion dollars and more than 175 branches in Wisconsin, Illinois, Minnesota, Michigan and Georgia.

With Guaranty Bank being a family business, the organization understands the importance of providing good value and convenient services to its family of customers.

“Our products and services are designed with convenience in mind. This strategy has led us to locate the majority of our branches inside major grocers in our market regions so customers can bank where they shop,” said Steve Mantyh, Senior Vice President and Chief Information Officer of Guaranty Bank.

“Another part of our customer convenience strategy is that all of our banking functions are available by phone through our interactive voice response systems (IVRs),” added Mantyh.

For the past 15 years, Guaranty Bank has offered bank by phone services using Next Teller Interactive Voice Response (IVR) software from Centurion, Inc.

“I find Centurion's service very good,” said Mantyh. “They are very responsive when we need assistance. When we request enhancements to the system, they are flexible and timely.”

Centurion has been offering its Next Teller Interactive Voice Response System for more than 20 years. The technical staff at Centurion is able to customize the functionality of the solution in order to fit the needs of the bank's customers. If Guaranty Bank chooses a new phone system or new data system, Centurion is able to adapt to that environment. This allows Guaranty Bank to keep its investment safe with Centurion.

“We have two 144 port IVRs and one smaller test IVR. The twin IVRs are housed in different locations for disaster recovery purposes and volume is load balanced across both IVRs,” said Mantyh. “Centurion does an excellent job providing 24x7, real-time monitoring of our IVRs. Our IVR up-time statistics are exemplary. “

Guaranty Bank boasts about 400,000 customers, 250,000 checking accounts, 120,000 savings accounts and 300,000 loans. And the organization is able to service it all with a call center staffed with 40 agents. Its VRUs handle just over 1 million calls per month, with peak days of 40,000 calls. All customer calls are first handled by Guaranty Bank's IVRs, and less than 15% of calls opt out to an agent.

“Our transaction volumes prove our customers are comfortable with this technology,” said Mantyh.

How has Centurion's call center software affected Guaranty Bank's service and bottom line?

“We grew our Retail Banking business very rapidly from 2002 until 2006,” said Mantyh. “Centurion was an important partner in scaling our IVR technology to meet the large increases in call volume. We were

able to grow from 23 branches to 170 branches in five states without proportional increases in our call center and back office. We could not have achieved this without Centurion's products."

"Another good example of the Guaranty Bank-Centurion partnership is our proprietary product called Easy Advance," said Manyth. "This innovation, where customers can apply for an easy advance over the telephone, was a huge success -- both with our customers and for Guaranty financially. The IVR is core to Easy Advance. Centurion's programmers were very adaptable and innovative in working with Guaranty's IT staff to create this product."

About Centurion, Inc.

Since 1981, Centurion, Inc. has provided in-house solutions to help companies better serve their customers. With more than a thousand federal, state and local government agencies, public utilities, financial institutions and other business customers worldwide, Centurion's extensive library of Interactive Voice Response (IVR), Automatic Call Distribution, CRM, Screen Pop and Recording applications are custom designed to enhance every aspect of an organization's online and real-time interfaces. Committed to "delivering on our promise," Centurion is positioned to deliver the very best hardware, software and post