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## **EagleBank Implements EnAct from Fiserv to Support “Relationships F.I.R.S.T.” Strategy**

- DC metro area’s largest community bank looks to Fiserv for a relationship sales solution designed for banking and built on Microsoft Dynamics CRM
- EagleBank sought an intuitive solution to consolidate disparate system data and customer touch points into a 360-degree view of relationships
- EnAct delivers insight into complex client relationships, helping EagleBank better identify the financial needs of clients and prospects

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that EagleBank has implemented EnAct™ from Fiserv. EnAct now serves as the bank’s system of record for planning and tracking client management and sales activities, as well as managing bank-wide sales pipeline and performance.

Bankers across EagleBank’s business lines are now using EnAct to bring complex client relationships into focus and to identify the financial needs of clients and prospects. EnAct is enabling EagleBank to standardize relationship management practices, reduce manual reporting and facilitate collaboration across business lines while also helping to improve transparency to opportunities and sales results.

“EagleBank was created to be different; we want to know our customers and their businesses from ground floor to top level management,” said Steven A. Reeder, Executive Vice President and Chief Deposit Officer. “With EnAct, we can consolidate and organize data from across the organization into a single view, so everyone – from executives to frontline employees – has seamless access to customer information.”

Headquartered in Bethesda, Maryland, EagleBank has offices across Maryland, Northern Virginia and Washington, DC, and has assets of more than \$5 billion. The bank focuses on providing superior customer service and custom financial solutions for business in their local communities with a branded promise of “Relationships F.I.R.S.T.” - an acronym for Flexible, Involved, Responsive, Strong and Trusted.

To support its client relationship strategy, EagleBank sought a banking CRM system that would meet its immediate needs and adapt to support the bank’s rapid growth. The bank wanted a solution that was intuitive to consolidate information into a 360° view of client relationships. After evaluating several options, EagleBank chose EnAct, powered by

Microsoft Dynamics CRM®, as an enterprise solution for sales and relationship management.

“More than ever, banks are leveraging tools like EnAct to help them do more with less,” said David Dervish, managing director, EnAct, Fiserv. “Growth-oriented institutions like EagleBank recognize the role technology can play in executing a relationship sales strategy. They understand the value of arming their bankers with advanced tools for business development and client relationship management.”

EnAct is built on Microsoft Dynamics CRM, a best-in-class customer relationship management platform that is relied upon by more than 40,000 organizations across all industries. EnAct seamlessly integrates with Microsoft Outlook and other Office applications. It supports integration to multiple systems and can be readily deployed to tablets and mobile devices.

Leveraging deep expertise in banking technology, Fiserv developed EnAct as a specialized version of Dynamics CRM with unique functionality for commercial banking, retail banking and wealth management. EnAct includes a complete financial relationship data model, a practical integration framework and an extensive assembly of forms, security features, dashboards, reports, and workflows, all of which support banking industry best practices in sales and relationship management.

#### **Additional Resources:**

- EnAct from Fiserv - <https://www.fiserv.com/insights-optimization/revenue-enhancement-solutions/enact.aspx>

#### **About Eagle Bancorp, Inc. and EagleBank**

Eagle Bancorp, Inc. is the holding company for EagleBank, which commenced operations in 1998. EagleBank is headquartered in Bethesda, Maryland, and conducts full service commercial banking through 22 offices, located in Montgomery County, Maryland, Washington, D.C. and Northern Virginia. EagleBank focuses on building relationships with businesses, professionals and individuals in its marketplace. [www.EagleBankCorp.com](http://www.EagleBankCorp.com).

#### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leader in financial services technology and one of FORTUNE® magazine's World's Most Admired Companies. Fiserv enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit <http://www.fiserv.com>.

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