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## Central Bancshares Implements EnAct from Fiserv for Enhanced Customer Relationship Management

- Central Bancshares will benefit from superior insight into client relationships and sales performance, a key differentiator in choosing Fiserv
- EnAct will provide an array of productivity, collaboration, analysis and management tools

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology, announced today that Central Bancshares, a \$2 billion financial services organization based in Lexington, Ky., has implemented EnAct™ to support its commitment to a transparent, relationship-centric approach to business development across all enterprises.

EnAct, a sales automation and management solution from Fiserv that can be tailored to meet the specific needs of financial institutions of all types, leverages Microsoft's powerful Dynamics CRM® platform to address the specialized CRM needs of commercial banking, retail banking and wealth management.

Using EnAct, Central Bancshares will now have an integrated, adaptable sales management solution that helps bring structure and focus to sales activities as well as increased transparency to sales results. In addition, the bank will have access to the data it needs to help drive significant and sustainable customer acquisition, retention and cross-sales across their enterprise.

Central Bancshares, which operates three community banks and additional insurance and investment brokerage subsidiaries, offers a broad suite of financial services to the people and businesses of central Kentucky. EnAct has been deployed across all of Central Bancshares' divisions and business lines, with distinct role-based views, features and privileges for commercial, retail and wealth areas.

"We're proud to be able to say 'Central Bankers are Showing you the Way,'" said Steve Kelly, executive vice president of Marketing and Sales, Central Bancshares. "EnAct from Fiserv helps our associates recognize the breadth of the business we do with each client, assess their financial needs and identify opportunities to serve them. The solution is fundamental to our relationship management approach and our strategic focus on collaborating across business lines."

Across the organization, Central Bancshares' bankers are now using the productivity tools in EnAct, which are tightly integrated with Microsoft Outlook, to plan and track proactive

engagement with clients and prospects. Data from various line-of-business source systems is consolidated to provide a comprehensive view of client relationships. EnAct is also providing Central Bancshares' management team with important insight into the new business pipeline, relationship building activities and performance against individual and group goals.

"Central Bancshares is a growing organization with a strong relationship development culture and a tradition of outstanding customer service. For that reason, we knew that it was important to provide them with a solution that would reflect those values," said David Dervish, vice president and managing director, CRM Solutions, Fiserv. "We're pleased to see EnAct helping to connect their distinct business lines with a mutual understanding of relationships and shared tools for joint business development."

Central Bancshares also uses several additional Fiserv products including Signature<sup>®</sup> bank platform, Nautilus<sup>®</sup> solutions, OpenNow/FundNow<sup>®</sup>, ACCEL/Exchange<sup>®</sup> debit payments network and Bank Intelligence Solutions<sup>®</sup>.

#### **Additional Resources:**

- EnAct from Fiserv - <http://bit.ly/enXlxa>
- Microsoft Dynamics CRM - <http://bit.ly/fK4jzq>
- Central Bancshares - <https://www.centralbank.com/>

#### **About Central Bancshares**

Central Bancshares, Inc. is a financial services holding company headquartered in Lexington, KY. The company is the third largest financial institution chartered in the state of Kentucky, offering the personal service of a community bank combined with the broad range of financial products and expert advice expected from a regional bank. With more than 120,000 customers, Central Bancshares, Inc. serves individual consumers and small to middle market business with full-service banking, investments, mortgages, insurance and wealth management.

#### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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