



“The future isn’t  
what it used to be.”

— Yogi Berra



- The average U.S. bank has a customer loss ratio of about 15%
- 68% of banking customers that leave one bank for another; do so for dissatisfaction related to customer service
- Decreasing the customer loss ratio by 5% would result in an 85% increase in profits for most banks

It used to be that a good product, reasonable fees and a convenient location was enough to be successful. Today, the business of being competitive involves mixing warm and fuzzy with business logic and a marketing plan that keeps your customers loyal to you.

Communicating with your  
customers makes a lot of sense.



**news?LINK**

*professional publishing services, LLC*

**800.909.2341**

NEWSLETTERS | MAGAZINES | ANNUAL REPORTS



**FOREST  
STEWARDSHIP  
COUNCIL**



**SUSTAINABLE  
FORESTRY  
INITIATIVE**

The SFI (Sustainable Forest Initiative) and FSC (Forest Stewardship Council) programs that are based on the premise that responsible environmental behavior and sound business decisions can co-exist. Your business enjoys that recognition and Green logos on the materials we create for you.

