

Equitable Bank's commercial credit card revolution

Increasing Revenue and Elevating
the Customer Experience



Equitable Bank

Location

Grand Island, NE

Phone

308-398-2727

Website

equitableonline.com

Assets

\$488 million

Number of Branches

5

Software Solutions

SilverLake System®

“We really wanted to expand our reach to customers with a modern, highly competitive card program and provide better service to our customers than large competitors,” says Andy Gdowski, Commercial Lender & Credit Card Manager at Equitable Bank.

Established in 1882, Equitable Bank is the oldest financial institution in Grand Island and one of the oldest in the state of Nebraska.

Through a thoughtful blend of innovative technology and a commitment to genuine customer relationships, Equitable Bank has enhanced its customer experience, increased revenue, and improved operating efficiencies with JHA Credit Processing™ while maintaining its commitment to the personalized service they’re best known for.

“From a technology standpoint, JHA Credit Processing is very effective,” states Chris Tracey, Vice President of Retail & System Operations at Equitable Bank.

With JHA Credit Processing, banks and credit unions can simplify operations, reduce operating costs, and gain seamless integration with the Jack Henry™ core systems, the Banno Digital Platform™, and third-party digital solutions. It’s a full-service solution that eliminates the need to make initial and ongoing investments in internal operations and supports every aspect of sophisticated credit programs.

“We have the ability to be a full-service provider to our customers – something many large competitors cannot do,” notes Tracey.

“A lot of our direct competitors utilize third parties that are inflexible, restrictive, and add operational burdens. Customers who bank elsewhere in town are always pleasantly surprised to see we don’t have an added layer of difficulty.”

“It shocks people in a really good way that we’re a full-service credit card provider,” adds Gdowski.

Tracey continues, “We didn’t want our customers going to another financial institution for a product that we didn’t offer. We had no desire to become a mega bank with our credit card program ... we just wanted to be Equitable Bank and offer the same support and service with our credit card program that we do with our other products – and we’ve been able to do exactly that.”



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Chris Tracey

Vice President of Retail & System Operations
at Equitable Bank

With card purchases virtually replacing cash, debit and credit card programs are competitive necessities and differentiators for banks and credit unions alike. Card programs also are an important source of recurring, non-interest interchange income as well as the interest income inherent in credit programs – which is vital in today’s challenging revenue environment.

“The average amount of money we’ve earned compared to how many commercial cardholders we have is unique. “We have over 1,300 consumer and commercial credit accounts, and we’re profiting upwards of \$16,000 each month, which is great.”

Tracey goes on to explain the increase Equitable Bank has experienced in SMB accounts since implementing JHA Credit Processing.

“Our credit card program has been a key driver in acquiring new business accounts.”

“We’ve not only been able to maintain our current customer base of SMB and consumer accounts, but we’ve also seen a steady increase in customers over the last year or so. In fact, we’ve added 200 new business accounts, some of which have 10 to 15 sub-accounts – and they’re all using credit cards,” notes Tracey.

“The growth we’ve seen is exactly what we were looking for when we implemented this program.”

In addition to increasing revenue and bolstering its competitive position, Equitable Bank is also improving its cardholder experience and empowering customers with a holistic banking experience.

“There is no 1-800 number or complicated, time-consuming process our customers have to go through. That’s a huge differentiator for us,” says Tracey.

“Our customers love [our cards program] because they know they can reach out to us at any time – day or night. Another huge benefit we’ve leveraged with JHA Credit Processing is the ability to offer our customers a comprehensive view of their finances.”

“I would support anyone looking to make a move to Jack Henry, especially for credit card services. It’s always a better relationship when you work with a true collaborator and partner – not just a vendor,” concludes Tracey.



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Chris Tracey

Vice President of Retail & System Operations
at Equitable Bank

connecting possibilities

Discover how you can enhance your cardholder experience and drive revenue with our [credit](#) and [debit](#) card services.

For more information about Jack Henry, visit jackhenry.com.