

# CreativeTimes

WINTER 2025 NEWSLETTER

## E-STATEMENTS FOR MARKETING!

We have designed our  
e-statements to be better  
than printed statements.

» P2



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815.223.0391



lk-cs.com



# E-Statements for Marketing!

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Are your E-Statements just an inexpensive way to get your statements delivered? Can you change the look of your statements? Can your email notifications be an e-newsletter?

## **E-Statements from LKCS were created with marketing in mind!**

We give you the ability to change your email notifications. These can even be variable based on the parameters that you provide. Up to six different banner ads can appear on the statement login screen. Banner ads can link to PDFs, web pages, online applications, and more.



— FREE WEBINAR —

## **E-Statements for Marketing!**

» **March 12, 2025 • 1 pm CST**

REGISTER ONLINE AT:

**[lk-cs.com/webinar](https://lk-cs.com/webinar)**



**We have designed our E-Statements to be better than printed statements.** Your account holders will enjoy:

- » **Single sign-on with home banking providers**
- » **Interactive statements**
- » **Easy enrollment with instant access to historical documents**
- » **Easy access to tax forms and notices**

We deliver a platform that is superior to our competition's offerings. **Our electronic statement application was developed to be a seamless addition to the high-quality statement printing and mailing services that we have been offering for over 60 years.**

With LKCS, you will have a marketing partner who will make your monthly statement process easier and improve your marketing! Attend our webinar on March 12th to learn more. You can also call **815.223.0391** to speak with a sales representative today. Schedule an appointment or learn more at **[lk-cs.com/e-statements](https://lk-cs.com/e-statements)**.



# Do not Believe the Core!

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**Do not make your statement processor an afterthought.** The cores will try to force their provider or hide a provider in their contracts. Before you know it, it is too late. **As a service that affects every account holder, every month, you should not take this lightly.**

FiServ has started to phase out their cores and are pushing their customers to make a core change. Other financial institutions are switching because they are looking for a better core solution. **Very often the cores say that you MUST use their statement processing services. We want you to know that this is simply not true!** They will push this issue hard, but we have customers that have switched and kept us for their statement processing solution.

One example of this is FiServ. As you may have already experienced, FiServ is not known for great customer service. In fact, their published Net Promoter Score (NPS) is -11! **The Net Promoter Score for LKCS has been consistently at 91! We obviously care about you and the services we provide.**

P4



*Every account holder gets a statement from you. Make it the best possible experience!*

NPS is the holy grail of customer satisfaction. A negative NPS suggests significant customer dissatisfaction and may lead to high churn rates and negative word of mouth. On the other hand, anything over eighty is world class! In fact, FiServ's NPS score continues to track lower and lower over the years. If FiServ cared about customer satisfaction they would be working towards improving, which they clearly do not care about. This suggests FiServ, as a public company, might be more concerned about their stock value than valuing their customers.

**As an independent company, LKCS knows that if we do not provide good service, you can leave. We have nothing that forces you to stay with us.** If your new core is insisting that you use their vendor, please ask them these questions on statement processing:

- » If you have a problem or question, how quickly will the vendor get back to you?
- » If there is an issue with your statement file, does the vendor let you know about it?
- » If you need a change to your statement layout, can you change this quickly and easily?
- » Will your print statements match your electronic statements exactly?
- » Can you customize email notifications sent every month?
- » Can you show dozens of different statement inserts each month without additional programming costs?
- » Do they provide stock insert designs that can also be customized for you?

LKCS works extremely hard to make your monthly statement processing as easy as possible. **We pride ourselves on looking out for your best interests!**

If you are considering a core change, please consider using LKCS also. We will work with your new core to help you make your statement decisions. **We will help to change your statements from an overhead cost to being a marketing vehicle!**





# Website Boosters

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Your website is the first place that prospective account holders will go. You want your website to look modern and be easy to use. **But how do you make it easy to use? You achieve this by using our website boosters!**

**Our boosters are modules that you can pick from.** For low monthly subscription fees, you get customizable tools that match your website. These boosters include:

## Sitefinity CMS:

- » **Make your own changes** and keep your website current
- 

## Tool Suite:

- » **Easily update rates**, announcements, banner ads, and much more
- 

## Form Builder:

- » Create secure, **online digital forms** without being a programmer





## Interactive Financial Calculators:

- » **Allows users to learn**, explore and complete applications

## Digital Lending:

- » **Integrates with ANY** loan origination system

## Online Chat and Chatbot:

- » **Staff can respond from anywhere** to enhance engagement

In addition, we also offer Marketing Automation. **LKCS makes it easy to set up and maintain your automation.** Use this to enhance conversations with:

- » Anonymous visitors who leave without acting
- » Prospects who have filled out forms
- » Account holders to get them to add additional services

**LKCS offers you the tools and services you need to create more opportunities with your website.** We can make it easier to find the information they desire and make the process easier for the consumer and you! Go to **[lk-cs.com/boosters](https://lk-cs.com/boosters)** to learn more or schedule a call with your sales representative.





**GET  
LOGOED**

P8



*Greatly reduce the stress of ordering company apparel!*



# Simplified Apparel Ordering!

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**Everyone likes having the freedom to choose.** But for company apparel, too much freedom can be bad. You want your employees to maintain standards that meet your specific dress codes.

## **LKCS now offers you the ability to create your own custom apparel stores.**

With our store, you get the ability to choose:

- » **What apparel items, colors, and styles to include**
- » **Where logos can be located**
- » **How frequently your apparel store will be open**

**Your employees will appreciate having the freedom to choose what they really want.**

**You will enjoy the simplicity of the system.** It will automatically organize your orders and collect payments for you. You can even assign “company credits” or use digital gift cards to give them a credit amount to spend.

To make your logoed apparel purchases easier to maintain and control, call LKCS today. We will give you the freedom, simplicity, and control that you have been missing. **How much time can you save by simplifying your group orders?**

Want to learn more? Request a demonstration by visiting us online at [lk-cs.com/apparel-store](http://lk-cs.com/apparel-store), or by calling us at **815.223.0391** today!

# Serve your brand in style!

Promote your brand while your account holders enjoy their favorite beverage! This white, 60 point pulp board coaster provides many opportunities for increasing brand awareness for your business. Measuring 3.5" with a rounded design, this drink accessory can be imprinted with your company's brand and displayed proudly!



## Round Pulpboard Coaster

Search CPN-5650794



## Need suggestions or advice?

Our experts are also available to help you personally! We can search through hundreds of thousands of products to find what you need, within your budget. Our mission is to help you create long-lasting relationships through the power of promotional products.

Contact us today or visit our online logoed products store!

## Want to search for items yourself?

We have made it easy for you to find logoed products based on the price range you need, the event you are planning or promotion you are marketing!



LKCS has thousands of practical everyday items to choose from at any price range you need:

- > Coaster Sets
- > Travel Mugs
- > Coolers
- > Key Chains
- > Beverage Holders
- > Mugs
- > Tote Bags
- > Jackets
- > Polos
- > And more...



## 20 oz. Tumbler >>

Search CPN-552372497

Sip on your favorite beverages with this 20 oz. tumbler! Made of vacuum-insulated stainless steel, this item can keep your favorite drinks either hot or cold for hours. The screw-on lid and flip-top spout cover makes traveling with this cup a breeze.

## Double Compartment >> 12 Pack Cooler

Search CPN-5661303

This gift holds 12 cans of your favorite beverage! It features a top zippered accessory compartment and a heat sealed insulation main zippered compartment.





# WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



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Electronic Service Requested

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LKCS, Inc.