



# NEWS RELEASE

*The Federal Reserve Bank of St. Louis*  
St. Louis Little Rock Louisville Memphis

## **ST. LOUIS FED OFFERS CHECK IMAGING**

**FOR MORE INFORMATION CONTACT:**  
Joe Elstner at (314) 444-8902

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**ST. LOUIS --** The Federal Reserve Bank of St. Louis is offering check imaging to banks in St. Louis and surrounding cities starting in late 1995. The St. Louis Fed will provide bulk delivery of checks in image form. Check imaging ultimately allows banks to provide specialized statements for their customers, among other things.

"Benefits to bankers include reduced paper handling and processing costs, speedier check retrievals and easier archiving," says William C. Leslie, vice president of retail operations of the Federal Reserve Bank of St. Louis. "It's always been a Fed goal to introduce beneficial payment services to our financial institution customers, and check imaging certainly meets that description. The Federal Reserve is also charged with improving the nation's payment system. Again, check imaging helps meet that goal."

Leslie noted that banks considering check imaging have two main concerns -- cost and customer acceptance. "It can be expensive to install your own system," Leslie said. "But

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## **CHECK IMAGING/2**

that's where the St. Louis Fed's service comes in. Our check imaging service can benefit you with easy access to state-of-the-art technology without a sizeable investment in image capture equipment."

Customer acceptance has not been a problem in banks using check imaging, Leslie said. "Even people who've been bank customers for decades quickly get used to imaging and find it much easier than storing and sorting through checks."

Bankers and customers alike continue to stress the benefits of check imaging. Laverne Tonkin, management information systems director of the Bank of Gassaway, Gassaway, W. Va., and Morris Street, executive vice president of First National Bank of Sharp County, Ash Flat, Ark., had positive reactions to the service.

"The cost savings for check imaging have been tremendous," says Tonkin. "We're projecting a total savings of \$60,000 for the first year and that does not include savings in reduced personnel costs."

"Our bank competes against two large regional banks," says Street, in materials the St. Louis Fed produced to explain the services. "Check imaging sets us apart from these banks and gives us a competitive advantage."

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### **CHECK IMAGING/3**

Customers like the fact that imaged statements are easier to handle, review and store and can be retrieved quickly from their banks. Geraldine Peebles, a customer of First National Bank, Sharp County, was skeptical but was quickly won over. "Imaging remarkably changed the way I handle my check book," she said. "At first I thought, 'I'm not real anxious for this old dog to learn new tricks.' But this is much easier than thumbing through my checks every month."

"If I were looking at two banks, and one offered check imaging and one didn't--all other things being equal--I would go with the one offering imaging," says Steve Rose, manager of the Cherokee Village Water Association, and a customer of First National Bank.

To receive more information about the benefits of check imaging or to attend a check imaging seminar at the St. Louis Fed on Wed., Oct. 25, 1995, contact an account executive at the Federal Reserve Bank of St. Louis, (314) 444-0810.

The Federal Reserve Bank of St. Louis has branches in Louisville, Memphis and Little Rock. It serves the Eighth Federal Reserve District which includes all of Arkansas, eastern Missouri, southern Indiana and Illinois, western Kentucky and Tennessee, and northern Mississippi.

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## **CHECK IMAGING/4**

In addition to serving as a bank for depository institutions and the U.S. Government, each Reserve Bank supervises state-chartered member banks and bank holding companies, monitors economic conditions in the district and participates in formulating monetary policy.

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