

## A community bank offers free identity theft resolution services to account holders as a demonstration of its commitment to the community, while giving the bank a meaningful way to differentiate itself from competitors.

### Overview

To set itself apart from big banks, Glenview State Bank in Glenview, Illinois, follows a strategy typical of community banks: It emphasizes its local roots, one-on-one service and focus on helping people. Looking for ways to build on this model, the bank included identity theft protection and resolution services as a free benefit to its account holders. The bank chose to partner with Identity Theft 911 because the company offers the same commitment to service and personal attention that Glenview State Bank considers the cornerstone of its business.

### A Way to Stand Out

As a family-owned bank for three generations, Glenview State Bank takes pride in providing its customers exceptional products and service. In 2006 the bank began automatically offering LifeStages™ Identity Management Services to customers at no additional cost. In 2012 it will begin selling the service to commercial account holders and their employees, and it will also start reselling Identity Theft 911 fraud and credit monitoring services.

“Community banks say their great customer service makes them unique,” said David Kreiman, executive vice president of Glenview State Bank. “But our Identity Theft 911 benefit is a flagship service—it’s something tangible that our competition doesn’t offer.”

Kreiman added that the services are an affordable and important benefit to offer customers. By gifting the service, Glenview State Bank demonstrates its commitment to its customers’ financial well-being. Furthermore, Identity Theft 911 has turnkey provisions that can be integrated into Glenview’s overall web presence, branding and customer service.

### Supporting the Bank’s Mission

Glenview State Bank is careful when it forms partnerships with third-party vendors because poor service from a vendor can damage its reputation and relationships. But Kreiman said he was confident about signing with Identity Theft 911 after he diligently looked into the company. Now, after several years of partnership, he said he’s more than satisfied with his choice.

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Identity Theft 911 is a trusted partner because of its expertise and well-trained staff. “When one of our customers needs help, they’re going to talk to a skilled professional who’s going to comfort them and walk them through the process until their case is resolved,” Kreiman said. “When they get off the phone, they won’t be scared or worried because they know everything will be handled.”

Identity Theft 911’s hands-on customer care reinforces Glenview State Bank’s values. “It’s the same approach we take with banking,” Kreiman said. “If customers can feel secure with their finances when they talk with someone at the bank and feel secure with their identity theft issue when they’re talking with someone from Identity Theft 911, that’s key.”

### Identity Theft 911’s Advantage

Identity Theft 911’s fraud investigators are highly trained professionals with expertise in identity theft trends, resolution and management. They are passionate about helping victims restore their identities. To do so, they will create a solution tailored to each victim’s needs.

Partnering with Identity Theft 911 gives Glenview State Bank an advantage over its competitors in this area. “As a bank, we don’t have the resources to stay on top of developments in identity theft and related scams,” Kreiman said. “We find it valuable to have a partner that will provide personalized services from highly trained professionals to our customers.”

He added that unlike other providers that offer monitoring services and call-center support, Identity Theft 911’s fraud investigators work with customers from the moment they have a challenge until their case is resolved. The investigators also teach them how to proactively protect their identities and follow up regularly. ■