



## The Human Factor Behind the Core Decision

The people who work at **First National Bank** in Frankfort, Kansas pride themselves on serving their community. Their mission of providing banking services to their community and surrounding areas has been their guiding principle throughout their 100 plus year history.

However, their core provider was not living up to their values. That's why when they had the opportunity to change their core experience, President and CEO Jay Kennedy immediately thought of SHAZAM.



**Top-notch  
Customer Service**



**Reliable  
Performance**



**A Powerful  
Partnership**

# The Opportunity

## Tired of Being Just a Number

Customer service was the top priority for First National Bank when it began searching for a new core banking provider. Employees had grown frustrated with having to dial an 800 number, navigate lengthy phone trees and still come away without answers to their questions.

“The major reason I wanted to move was to be able to call a number or email someone and get an answer within a very short amount of time,” said Amy Adams, vice president of operations at First National Bank.

SHAZAM prides itself on delivering personalized service through KinetiCore™, making it a natural fit for the bank’s needs. That service-first approach immediately resonated with First National Bank President and CEO Jay Kennedy, who kept SHAZAM top of mind while evaluating customer-centric solutions.

In fact, customer service mattered so much that Kennedy said he was less concerned with system features at the outset. “I didn’t care what it looked like,” he said. “I wanted to know about the service first, and then we got to the demo.”

# The Fix

## A Team Dedicated to Their Needs

During the day of conversion SHAZAM made sure the process would go as seamless as



possible for First National Bank and their customers. SHAZAM’s conversion team brought 10 people with them, and no one left until the work was complete. “We had someone sitting at our front desk and she saw just as many customers as I did. We didn’t feel alone. We didn’t feel like it was just ‘ok we converted you now get to work,’ said Adams.

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**We knew that the technology would work and allow us to build our community in a stronger way. That’s why we partnered with SHAZAM and why we continue to be a partner with SHAZAM, said Kennedy. We don’t have to worry about the issues that come up with technology because we know SHAZAM is going to take care of it. It allows us to focus on helping our customers and helping our community grow.**

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SHAZAM’s level of service goes beyond the normal conversion process. KinetiCore™ banking services provides 24/7 service, from a team of experts located entirely in the U.S. Many team members are former banking professionals, helping them understand the need for quick responses and seamless resolutions. This service-leader mentality

is engrained in SHAZAM's employees and leadership team. "Throughout the process I had a top-level executive reach out to me. That's kind of how I want to be as the president of this bank. And that's how I felt with SHAZAM," says Kennedy.

## The Outcome

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Since transitioning to SHAZAM's KinetiCore™ systems, core banking issues at First National Bank have decreased significantly. Under the previous system, employees encountered weekly disruptions caused by features that failed to work as expected. Those issues are no longer a regular concern. With a stable and dependable core platform in place, First National Bank employees are able to spend less time troubleshooting technology and more time focused on what matters most—serving their customers.

Listen to their full story **here:**



If you are ready to change your core experience,  
**contact us today!**