

SIMPLIFYING COMMITTEE COMMUNICATION AND INFORMATION SHARING FOR BANKING BOARDS



THE CHALLENGE

First US Bank was established in 1952 and conducts business in several locations throughout central and southeastern Alabama. The company leans heavily on the use of board leadership and currently operates with 4 boards and 20 committees comprised of more than 50 individuals. With offices and team members positioned at opposite ends of the state, they realized they needed a more efficient way to distribute important information.

As First US Bank's Senior Vice President and Corporate Secretary Beverly Dozier shared, "Prior to monthly board meetings, we would make copies, compile, and distribute information to be presented for each board member and executive attending. In addition to board meetings, we made manual copies of information for distribution prior to each committee meeting. Some of our boards and committees may review in excess of 200 pages a meeting." They went in search of a product that would also lower their printing costs.

THE SOLUTION

In 2014, First US Bank leaders came across Directorpoint's board management software and were impressed. As Ms. Dozier explained, "Directorpoint was attractive to our bank mainly due to its user-friendly applications and its customer service. We knew that changing from paper documents to electronic would be a challenge, but it was actually much easier than we anticipated."

First US Bank cited two elements that it felt made the transition a smooth and successful one: training and the initial software setup facilitated by Directorpoint employees. Ms. Dozier elaborated, "Training was key, and it was provided in person and/or by conference call, depending on the schedules of our members. Administrators were assigned, and training was delivered throughout the initial setup and on an on-going basis as questions arose."

THE OUTCOME

Ms. Dozier noted that First US Bank has experienced several improved efficiencies since partnering with Directorpoint. She highlighted the ease with which administrators are able to upload many types of documents as well as make quick modifications. They are also pleased with their new abilities to archive historical meeting information, to post policies for quick reference, and to utilize iPads, eliminating the need for paper. Ms. Dozier added, "Another improved efficiency is that members can join from many different locations at the same time and review identical up-to-date information." They have even had individuals join meetings from other countries.

President and Chief Executive Officer, James F. House, noted, "It is definitely a much more efficient system than we experienced a few years ago. We are very thankful for Directorpoint and its user-friendly software. Moving to the electronic board portal was definitely the right decision for our company, and it has opened other opportunities for other technological advancements."

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BETTER DECISIONS ACROSS THE BOARD

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