

>90%

Free Checking Conversion

Liz Wolverton, Synovus

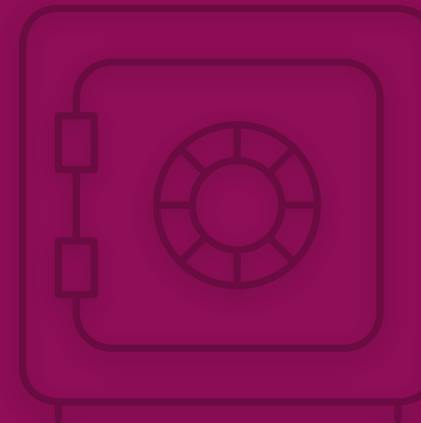
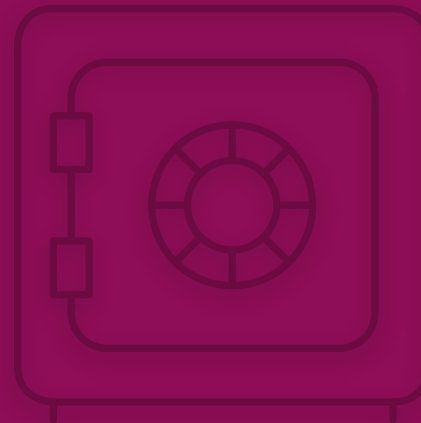
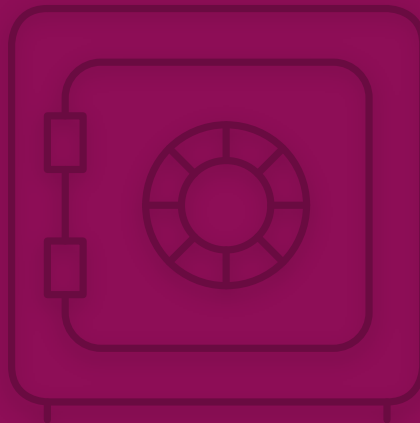
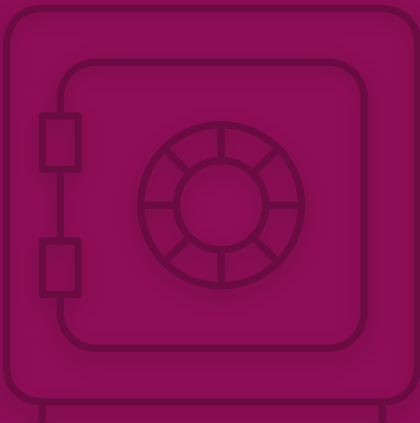
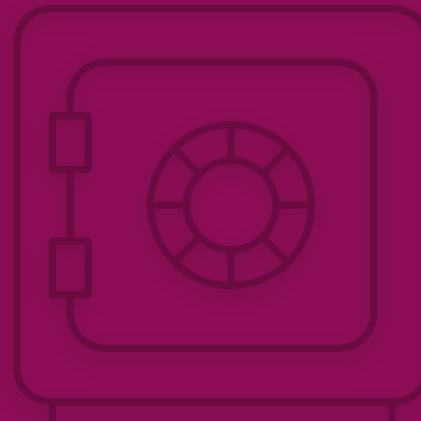
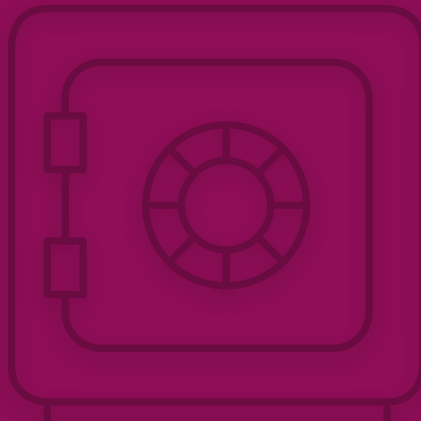
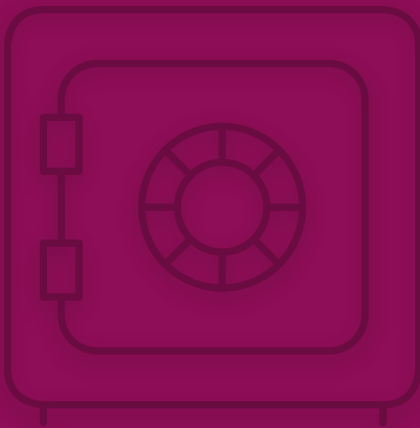
*EVP, Head of Consumer Banking
and Brand Experience*



**SNV has retained
>90% of \$1B balances
converted from free
checking products to
new product offerings**



>90%
retention



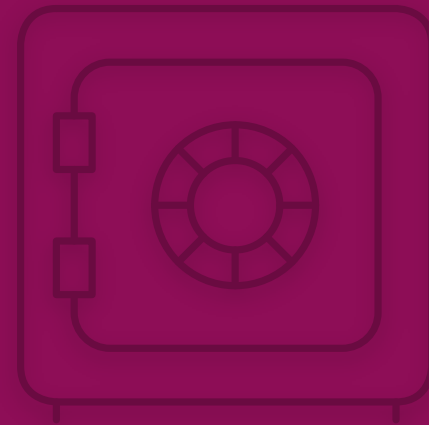
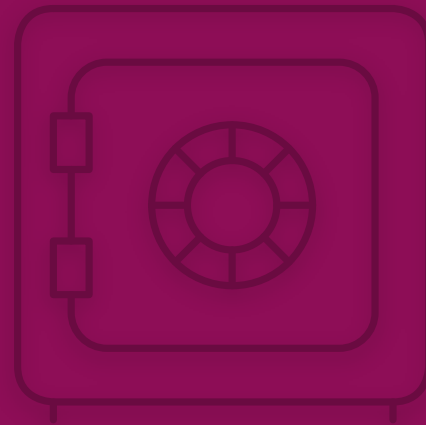
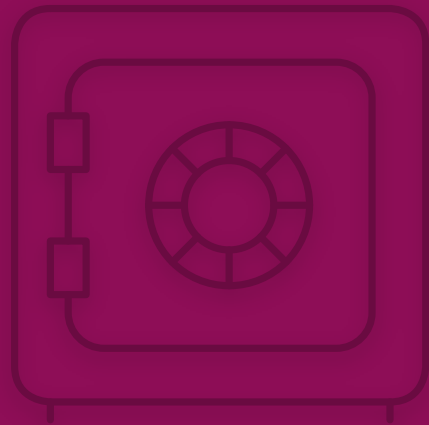
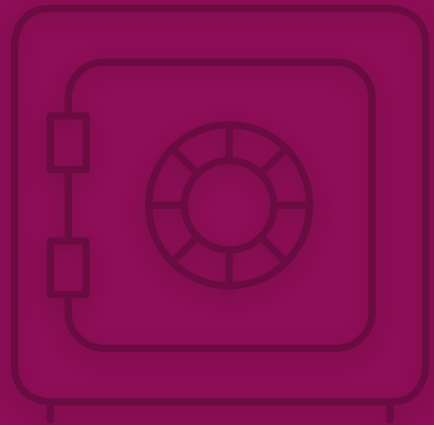
>90%
retention

Trigger of
regulatory
changes

>90%
retention

Trigger of
regulatory
changes

Getting the
team past
the "No" line





>90%
retention



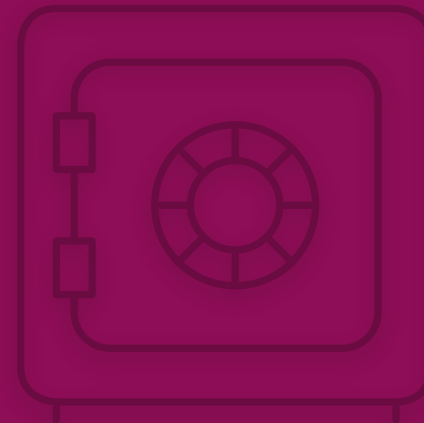
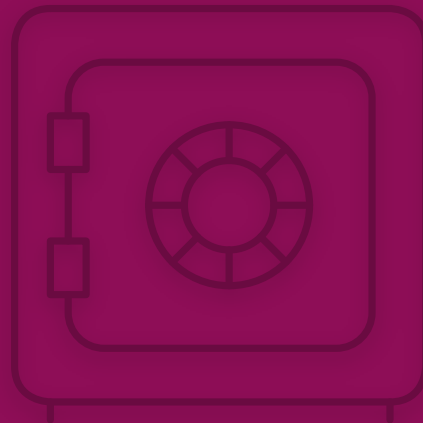
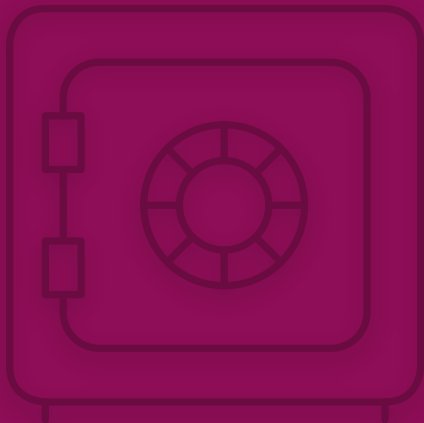
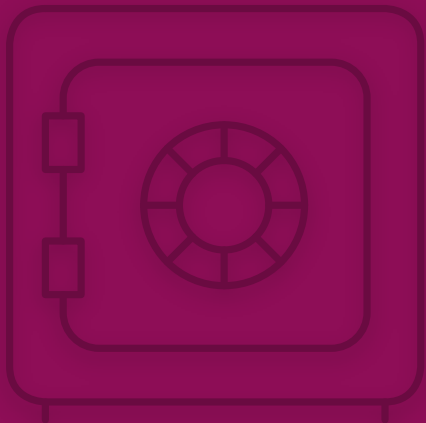
Trigger of
regulatory
changes

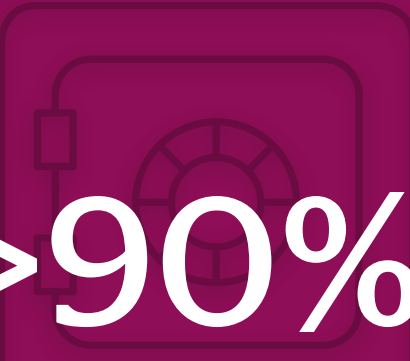


Getting the
team past
the "No" line



Securing
buy-in





>90%
retention



Trigger of
regulatory
changes



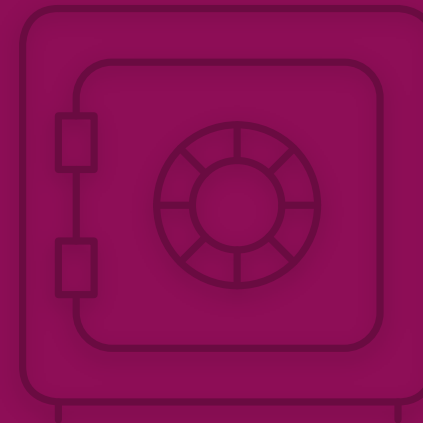
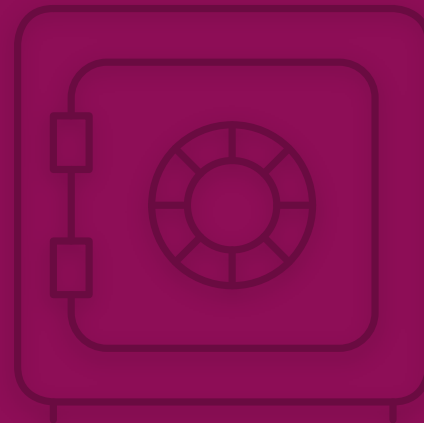
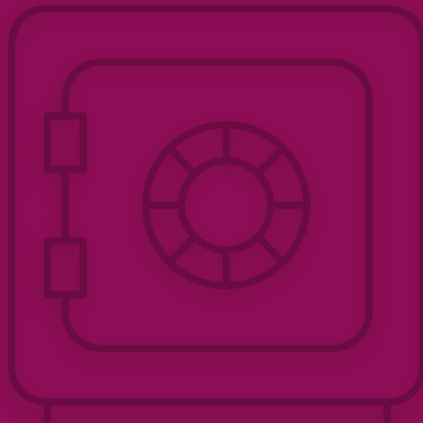
Getting the
team past
the "No" line

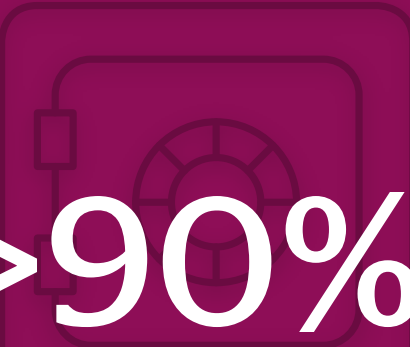


Securing
buy-in



Adding
value





>90%
retention



Trigger of
regulatory
changes



Getting the
team past
the "No" line



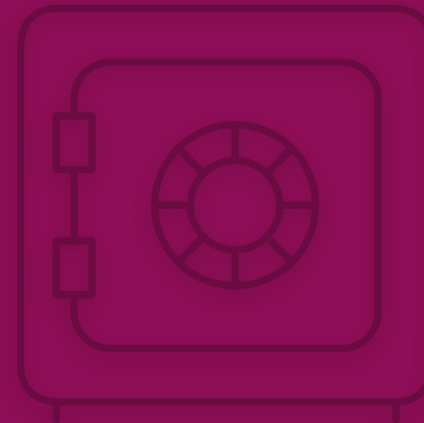
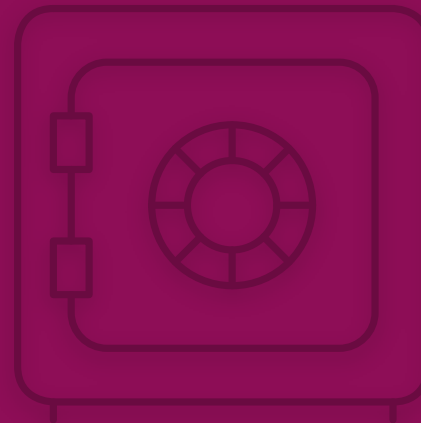
Securing
buy-in

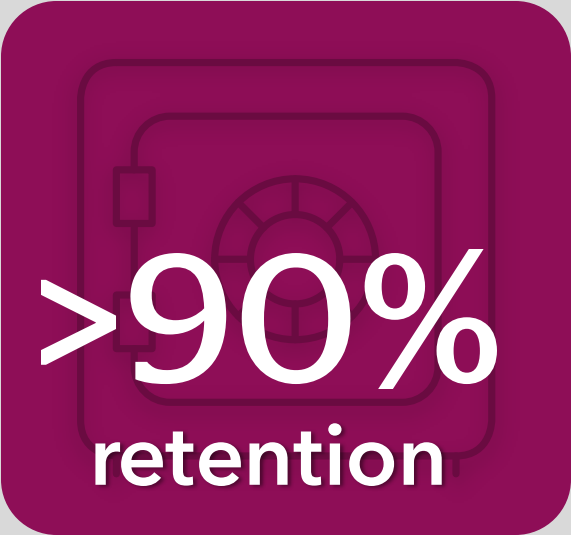


Adding
value



Picture the
opportunity
vs. obstacle





>90%
retention



Trigger of
regulatory
changes



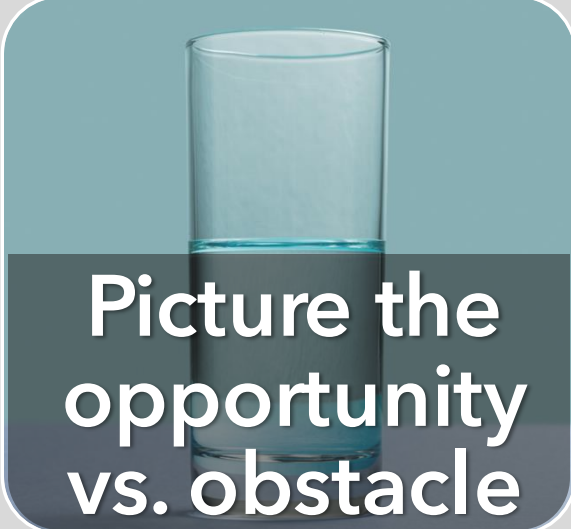
Getting the
team past
the "No" line



Securing
buy-in



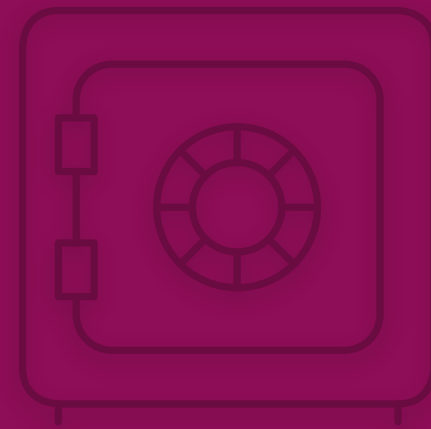
Adding
value

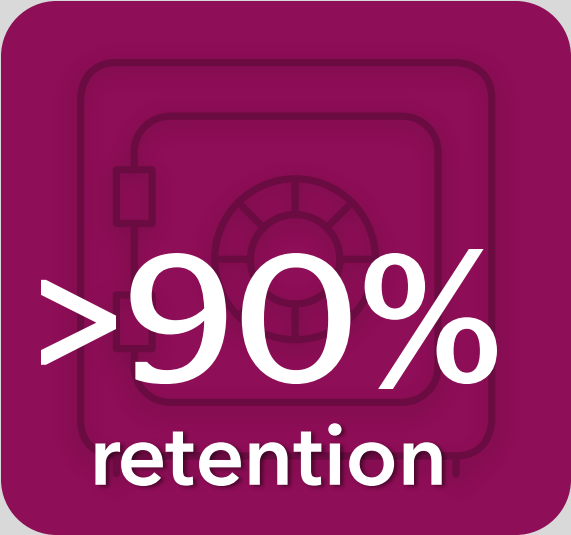


Picture the
opportunity
vs. obstacle



Personalized
messages





>90%
retention



Trigger of
regulatory
changes



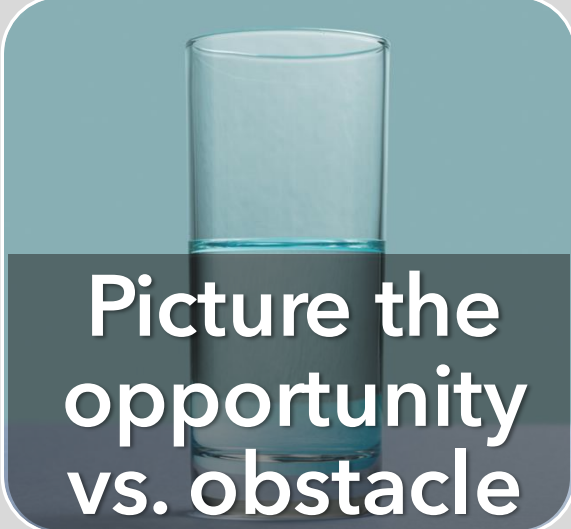
Getting the
team past
the "No" line



Securing
buy-in



Adding
value



Picture the
opportunity
vs. obstacle



Personalized
messages



Constant
support and
reinforcement



>90%
