



Press Release

For Immediate Release

First Federal Savings Bank Enlists Quest Analytics to Expand Sales Culture and Customer Service

Pittsburgh, PA – December 17, 2008 – First Federal Savings Bank is partnering with Quest Analytics LLC to strengthen and enhance the sales and service culture throughout the bank. Quest Analytics provides a complete sales enrichment program combining automated customer lead generation tools with integrated sales coaching.

At a time when many financial institutions are facing challenging times, First Federal is embracing its customers and building on its long-standing history and reputation for excellent service. “It is First Federal’s goal to have our customers receive the personal level of service and individual attention they deserve,” said Patrick O’Brien, Chief Operations Officer at First Federal Savings Bank. “The automated lead generation tools combined with the sales coaching provided by Quest Analytics will help us deepen customer relationships and generate significant new money deposits. Additionally, the program will allow our management team to track referral activities and sales performance across the bank,” said O’Brien.

At the core of First Federal’s deployment is automated sales lead management software providing bank associates insight into customer needs and assisting with offering enhanced services. Each morning, the tool will present bank associates a series of leads based on customer analytics and customer events that direct sales, service, and retention activities. Leads are delivered directly to the branch desktop where associates can take action.



“The key to elevating the sales culture within community banks is to equip branch associates with the proper combination of tools and training to be successful,” said Karl Keller, President of Quest Analytics. “The Quest program promotes sales consistency by retrieving and delivering quality leads to each branch, everyday. As customers continue to expand use of electronic channels, they are not visiting the branch as often. The Quest program uses behavioral analytics to identify sales opportunities regardless of channel usage so the bank can continue to deepen relationships with every customer.”

About First Federal Savings Bank

First Federal Savings Bank is a community bank founded in 1922. The bank currently serves clients in nine offices located throughout the Mon Valley, Central Washington County, Perryopolis and Uniontown, PA. Through its commitment to helping others, generations of families and business owners have prospered with the bank’s help. First Federal Savings Bank’s experienced staff truly cares about providing the right product and service to help its customers achieve their financial goals. For more information about First Federal Savings Bank, contact Patrick O’Brien at (412) 684-6800.

About Quest Analytics

Quest Analytics LLC is an innovative consulting and technology company enabling banks and credit unions to make informed sales and marketing decisions that drive profit. We help our customers thrive by implementing a comprehensive, customer-focused growth and retention practice. Through a unique blend of business consulting, experience and front-line coaching used in combination with automated software tools, we help our clients elevate excellent service to new levels of sales performance. Founded in 2001, Quest Analytics is a privately held company headquartered in Pittsburgh, Pennsylvania.

For more information, contact Karl Keller at (412) 347-0386 or visit www.quest-analytics.com.