



Minster Bank Announces Re-Design of Website

Minster Bank recently completed a facelift to their website www.minsterbank.com. The website now has a fresh new look and an improved design, making it easier for customers to use. Also cited as a goal of the redesign, is to provide visitors with a valuable financial resource, not just a vehicle for online banking.

According to Mark Henschen, President and CEO, the redesign is a component of Minster Bank's effort to create an outstanding service experience for customers. "Minster Bank has made some significant, positive changes in the last few years, and we are differentiating ourselves in the marketplace by focusing on service. Our new site improves the service experience for online visits and helps create consistency across all of our banking channels."

The new website will provide customers with more convenient access to the financial information they want. Major highlights of the new site design, include:

- Calculators and planning tools: Access to an array of online resources and tools to help customers make the right choices for their financial future, including retirement planning, buying a house, budgeting and other key financial choices.
- Comprehensive financial services information. Many consumers research products online before making a purchase. Detailed information on products and service allows them to learn more.
- Secure access to Online Banking and Bill Pay from the home page. Nearly 35 percent of Minster Bank customers bank online. Customers expressed accessing the login screens from the homepage so the site was designed with this in mind.
- Minster Bank offers over 12,000 surcharge-free ATMs as a member of the MoneyPass® network. The quick search features helps visitors find an ATM near home or away that is surcharge-free.
- Quick links to common tasks. Quick links to some of the most common tasks performed online such as reordering checks, researching rates and getting online access.
- Improved navigation. Shifting to a series of drop down menus – allows customers to locate the information they're looking for more quickly.

The new site also brings the look in step with the Minster Bank brand, and incorporates some of the new Web technology that has been developed since the site was last updated.

Minster Bank, a local community bank, and a subsidiary of Minster Financial Corp, is headquartered in Minster, Ohio, and has offices located in Minster, New Bremen, St. Marys, Sidney, Troy, and Wapakoneta. Visit www.minsterbank.com to learn more about Minster Bank.

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