

The Customer

C&F Financial Corporation is a bank holding company incorporated in March 1994 under the laws of the Commonwealth of Virginia. The corporation owns Citizens and Farmers Bank (C&F Bank), which is an independent commercial bank chartered under the laws of the Commonwealth of Virginia. C&F Bank originally opened for business under the name Farmers and Mechanics Bank on January 22, 1927, but rebranded to best represent its community and financial portfolio. The bank has five wholly-owned subsidiaries, all incorporated under the laws of the Commonwealth of Virginia, and 25 branches across its region.

The Challenge

When Dollie Kelly, Vice President and Security and Retail Operations for C&F Bank, first started in the banking industry, the bank relied on “black and white film” and some VCRs — no longer valuable solutions in today’s evolving risk environment. Kelly also faced the challenge of working with multiple, disparate systems that were not made specifically for banking.

With fraudsters becoming more sophisticated and credit card fraud rising, C&F wanted to ensure that it stayed one-step ahead of potential threats. The bank wanted to have all of the elements of its criminal investigations accounted for, and video was an essential part of this package — but the video had to be reliable enough to hold up in court proceedings.

When C&F began looking to upgrade its video surveillance systems, it wanted more than just high-resolution cameras or video management systems. They knew they needed to choose a leader in the banking industry that would be able to grow with them as their business grew and selected Verint due to its expertise and proven ability in the banking market.

The Solution

C&F Bank has come a long way since the days of antiquated solutions and today relies on numerous Verint solutions to ensure that “we can put robbers in jail with our video.”

Verint’s advanced security solutions help the bank stay on top of identifying threats and vulnerabilities in real-time. By leveraging technology, personnel can now mitigate risk, ensure operational compliance, and improve fraud investigations. Advanced IP cameras also provide visual intelligence and serve as a deterrent against fraud and robberies. In addition, enterprise-class, network video recorders (NVR) help C&F monitor security operations across its extensive network of geographically distributed branch locations.

VERINT.



Solutions

Verint EdgeVR
Verint EdgeVMS
Verint IP Cameras



Industry

Financial



Region

Southeast
United States



Key Benefits

Comprehensive
investigations
Higher levels of
safety and security
Higher video quality

"I'm a huge fan of Verint, first of all, the culture throughout the whole organization is amazing. I can see it at the top, and it trickles the whole way down, and because of that one-on-one personal touch, it's been effortless to use them and to grow with them."

– Dollie Kelly, Vice President and Security and Retail Operations for C&F Bank

The Solution *(cont.)*

Verint solutions enable the security team to investigate without spending significant time searching through non-critical video and gain access to layers of intelligence that support a proactive approach to safety. Since implementing Verint solutions, C&F Bank has been able to quickly identify the individuals involved in two separate robberies because of the bank's high-quality video network.

"Our branch followed the proper procedures to obtain the make and direction of the robber's car, and within one minute and twenty-seconds of calling 911, our technology solution enabled us to send an image of the suspect to the police," Kelly said. "Because we were able to get the image of that person quickly, the robber was verified and placed in jail, and will be there for a long time. Verint is one of the reasons why we have been successful in these types of incidents."

One of the things Kelly relies on heavily is Verint EdgeVMS Op-Center. Verint Op-Center is an enterprise management solution that allows organizations to monitor, manage, and troubleshoot Verint networked NVRs from a central location. Ideal for use in banking, Op-Center reduces the cost and complexity of video system management across geographically dispersed locations and mobile operations.

"Op-Center is great because I know if a Christmas tree has gone up in front of my camera," Kelly said. "I also know when a camera is down, and something has happened to it so I can quickly address issues. As security professionals, it is our job to remove those barriers so that branches can make money and service our customers."

The Results

As a partner, Verint has been very diligent in making sure C&F Bank has access to the latest, advanced technologies and provides recommendations on how to optimize their security programs. By having the right tools in place, C&F is well-positioned to create a strong, customer-centric brand that is focused on safety.

As C&F continues to build its business, it will also look at deploying new proactive security solutions. Kelly said she continually evaluates new technologies that fit the needs of the organization, but one thing is for sure, any new solutions will come from Verint.

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