



# First State Bank of Red Wing

## *First State Bank of Red Wing improved employee efficiency with a new phone system*

### **First State Bank of Red Wing's Challenge**

First State Bank is a proud community bank in the city of Red Wing. Because they are strong within the community, they believe in volunteering, joining service clubs and helping the local youth organizations. They aim to be a friendly and personalized experience for their customers' banking needs.

In order to give a great experience, they needed a well-functioning phone system to better serve their customers and make business operations effective. Their existing system was outdated, malfunctioning and the features were confusing and inefficient.

### **Why They Chose Nuvera**

First State Bank of Red Wing was looking for better technology and IT support to come with a new phone system. They also needed additional lines for their growing staff. While they currently had their phone service through Nuvera, they were not using Nuvera products and equipment. Since they had a great experience with Nuvera's phone service, they knew it would be an easy switch to update their technology.

After a free consultation with the Nuvera sales team, they were made aware of the additional features they would get with Nuvera's FlexVoice phone system to increase efficiency in the office. They appreciated the fact that Nuvera's IT members would completely handle the upgrade and training of the state-of-the-art FlexVoice phone system, powered by Broadworks.

### **About First State Bank of Red Wing**

**Industry:** Finance

**Location:** Red Wing, MN

**Nuvera Solution:** FlexVoice

**Website:** [fiststatebankredwing.com](http://fiststatebankredwing.com)

### **How The Product Has Helped and Their Experience With Nuvera**

Nuvera's FlexVoice solution has solved First State Bank's issues completely. They've had a great experience with the products and IT support, and the training they received made it a seamless transition. The updated technology has made their business operations more effective and efficient, as they are now able to give customers a greater service experience.

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**"We wanted to be more efficient, add additional phones, and get better technology and IT Support. Our problems are solved completely. The products are amazing and we have had no issues thus far. We are very happy!"**

**- Mike Collins, President & Chairman of the Board**

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844.610.5300 or visit [nuverabusiness.com](http://nuverabusiness.com)

