

CASE STUDY

Harland Clarke Facilitates Regional Bank Expansion — Welcomes 30,000 New Customers by Phone in Two Weeks

Calls: **71,924**
Outbound

19,124 of 30,864
customers contacted

94% of interactions
handled by
Harland Clarke

Program ramped up
and down quickly

Added cost-effective
outbound capabilities

BACKGROUND

Camden National Bank underwent an acquisition that expanded its branch network to 50 offices throughout Maine. The acquisition would result in approximately \$300 million in deposits, making Camden National the fourth largest bank in deposit market share in the state. In addition to growing the bank's footprint and customer base, the acquisition would also boost online and mobile banking services, and increase local loans for individuals and small businesses.

To complete the acquisition, more than 30,000 newly acquired customers had to be informed about the conversion to Camden National.

CHALLENGE

The bank knew it was critical to communicate effectively as the conversion progressed and was committed to ensuring a positive and seamless customer experience.

To accomplish this, Camden National designed a multichannel communication plan, including welcome letters and customized brochures, as well as a call campaign to reach out to new customers in the two-week period between the time they received their new debit cards and the official transition date. But with 30,000-plus customers to reach in two weeks, the bank needed assistance from a flexible, experienced contact center supplier with a proven track record—one that was able to scale outbound call support as a seamless extension of the bank.

SOLUTION

The bank chose Harland Clarke's ContactCenterCX™ stating our passion for excellence, outstanding reputation and ability to efficiently scale to meet our clients' specific needs.

Sixty days prior to the conversion, Harland Clarke began weekly meetings with Camden National to ensure that all tasks were logged and on track. Contact center training was then conducted during the week leading up to the date of the outbound call launch.

Harland Clarke then attempted to contact each of the 30,864 contacts provided by Camden National up to three times, varying days and hours to maximize the likelihood of reaching them. Using resources provided by Camden National, Harland Clarke was able to answer a wide variety of questions about the conversion and represent the bank's brand just as their staff would.

Many variables impact marketing campaign success. Information on earnings or percentage increases contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.

Learn how Harland Clarke can provide your financial institution with the best-in-class contact center support you need, when you need it.

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy defines everything we do. We help organizations connect with their customers how, when, and where it matters throughout the entire relationship lifecycle. Our Payment and Marketing Services drive customer engagement in every relevant way across channels to increase acquisition, improve activation, deepen relationships and retain them for the long term. We are invested in giving our clients a distinct advantage in today's experience economy. With Harland Clarke as your partner, you have a single, trusted source to help advance your strategic business growth and ensure enduring success.

Call 1.800.351.3843

Email contactHC@harlandclarke.com

Visit harlandclarke.com/ContactCenterCX