

CASE STUDY

Bank Acquisition Welcomes **30,000+** New Customers — by Phone



RESULTS IN TWO WEEKS

Outbound calls: **71,924**

19,124 customers
contacted

94% calls handled
by Vericast

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 digital 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 Vericast stating our passion for excellence, outstanding reputation and ability to efficiently scale to meet our clients' specific needs.

Sixty days prior to the conversion, Vericast 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.

Vericast 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, we were 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 success. Information in this case study is for demonstrative purposes only. Vericast does not guarantee a particular level of success.

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