

CASE STUDY

# White Glove Treatment and Flawless Digital Conversion Yields **95% Satisfaction Rate**



**95%** of survey respondents reported they were satisfied with their Vericast dedicated support specialist

**“Thank you for investing in a customer experience that correctly anticipated what kind of support people might need and following through with very helpful and well-trained people.”**

Columbia Bank Client

## BACKGROUND

Columbia Bank is a full-service commercial bank with more than 150 branches across three states in the Northwest. The bank sought to ensure a smooth transition for its 25,000 commercial banking, treasury management and small business clients during an upcoming digital conversion.

## SOLUTION

Aware of how changes to the digital experience can cause disruption and customer frustration, Columbia Bank enlisted the help of Vericast.

Pre-launch, Vericast collaborated with the bank to design a personalized migration experience for each client segment. Specialists reached out to each client to ensure they were aware of the upcoming conversion, understood the benefits of the new platform and prepared for the transition.

In addition, high-value clients received white glove concierge service, including step-by-step guidance on navigating the new experience and executing transactions.

Vericast also provided inbound overflow support and post-conversion support for all clients before transitioning support back to Columbia Bank.

**“The key to achieving client satisfaction was investing in third-party support and allowing our clients’ business needs to lead our decisions.”**

Ann Higgins,  
SVP/Director Digital  
Strategy,  
Columbia Bank

## RESULTS

The conversion was a remarkable success according to Columbia Bank, and, most importantly, its clients. Remarked Ann Higgins, SVP/director digital strategy, “ ... **our conversion with Vericast went flawlessly.**”

Columbia Bank sent a survey to clients asking for feedback on the transition experience. Of the respondents who received dedicated support, 85 percent were satisfied with their transition experience, and 95 percent were satisfied with their dedicated support specialist.

*Many variables impact success. The information in this case study is provided for demonstrative purposes only. Vericast does not guarantee a particular level of success.*

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VERICAST can help you deliver an optimal customer experience across the digital conversion journey — from awareness and implementation to full adoption and utilization.

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