

CASE STUDY

Vericast conversion specialists answer 84% of 100,000 digital conversion calls **within 30 seconds**



Enjoyed a **95%+** retention rate for acquired customers

**“There were 100,000 calls answered in a three-week period. To come out with an 84 percent service level was huge. We’ve never seen that before.”**

John McCutchen  
Senior Vice President,  
Director of Customer Care  
SouthState Bank

CHALLENGE

SouthState Bank is passionate about making customers’ lives easier and more convenient by providing them with the innovative solutions and personal services they need. Serving more than one million customers throughout the Southeast, SouthState Bank sought a third-party supplier to seamlessly welcome 38,000 newly acquired Park Sterling Bank customers to the bank’s online and mobile platform.

SOLUTION

Typically, up to 30 percent of online banking users will call, potentially doubling or even tripling call volume during the first week of a conversion. In addition, calls are two to three times longer, negatively affecting wait times and threatening customer retention. SouthState Bank realized it needed to staff up to meet the increase in inbound calls or risk less-than-stellar service.

Having undergone 10 acquisitions in as many years, and with little success using temporary staffing agencies, SouthState Bank was looking for a supplier that could deliver the level of service customers need and expect. **“We selected Vericast because their culture matched well with the culture of SouthState Bank,”** explained John McCutchen, Senior Vice President, Director of Customer Care. **“They wanted to treat our customers as if they were their customers. That’s something that we looked for in a partner.”**

**“The partnership was outstanding,”** touts McCutchen. **“We are currently at a 95% or higher retention rate in every one of the markets that we served during the conversion.”**

In the spirit of SouthState Bank’s “Be The Customer” initiative, Vericast agents were fully embedded in the bank’s culture — mission, vision, and service standards, ensuring customers received a top-notch experience during the event. In addition, Vericast provided needed insight during the crucial planning stages, including forecasting incremental call volume and handle time impacts over the weeks following the conversion.

## RESULTS

During the three weeks post-conversion, conversion specialists delivered an 84 percent service level, answering slightly less than 100,000 calls within 30 seconds.

*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 with a campaign.*

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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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