

Case Study



Client

Client is a 16-branch bank with approximately \$700 million in assets. Competition includes local banks and credit unions that are roughly the same size and regional/super regional banks that are 10-20x larger.

Challenge

Implement a cost and time efficient solution that facilitates high-quality Personal Banker engagement with select customers to conduct a financial check-up, striving to:

- Improve the customer's experience,
- Enhance the banks perception as a trusted advisor,
- Deepen relationships through cross sell, and
- Reduce defensible attrition.

CS3 Solution – Castle Life Event Alerts

Industry Opportunity

Nationally, more than 20% of American households will experience a significant life event during the course of the year. These life events often cause financial stress which can lead to opportunity (life events often equate to the need for guidance or new financial products) or risk (attrition). In fact, 56% of attrition can be linked to the occurrence of a life event or dissatisfaction with their current financial products.



Observed Results

Bankers, on average, invested **just 35-minutes per week** engaging with solution-selected customers to drive significant results:



A response rate of **more than 10%**.



31% made contact-record updates (email, phone, address and more), while



13% resulted in new sales opportunities.

The qualitative feedback is strong as well, suggesting that the program is making a difference with the customer's experience and overall satisfaction.

Over the course of the year, such performance is projected to result in:

Over
2,200
contact-record updates and

Nearly
1,000
sales opportunities.

Cost
\$0.49
per customer, per year. That's it.

Strategy

1 Identify and gain an understanding of customers experiencing a significant life event.

Customers that are about to, are in the middle of, or just completing a major life event are often in need of financial guidance or require new or modified products and services from their financial institution. Left untended, these customers are more likely to attrite silently or purchase additional products with other providers.

Traditional predictive models rely heavily upon transactional data which lags the event and fail to detect the need and potential risk until after the customer has begun the move to a new financial provider.

2 Develop a timely and automated delivery strategy to notify branches of customers who may be experiencing a life event for outreach communication.

3 Equip Personal Bankers with integrated tools to consistently and effectively engage with targeted customers to ensure that their contact record is accurate and complete and that their product set is appropriate for their situation.

4 Provide management with comprehensive activity and performance reporting.

Execution



Step 1



Step 2



Step 3



Step 4

Continuously monitor the customer file in an automated fashion to detect customers who are experiencing a significant life event. Currently, the solution is delivering roughly 600 communication opportunities each month.

Assign a relative value score (1-5) to each of the opportunities. The value score enables the FI to prioritize outreach efforts to maximize results and gain efficiency.

Deliver the value-scored opportunities to the assigned branch for distribution among the Personal Bankers on a weekly basis.

Personal Bankers contact assigned opportunities, recording the conversation and resulting financial-checkup appointments in the integrated tool and updating the customer record in the CRM as necessary. Operational efficiency and a structured conversation guide keeps the number of calls low and discussion time short, usually requiring less than 5-minutes per call.

Outreach efforts are supported by marketing tactics such as direct mail, email and social posts.