

# Voice of the Customer Helps Bank Achieve Core Deposit Growth of \$641 Million

## Challenge

An already high-performing mid-size bank in the southeast wanted to increase new customer acquisition, core deposit growth, cross-sell expansion among existing customers, and market share. The bank recognized that understanding customer experience could not only improve service levels, but also contribute to achieving these key business objectives.

## Solution

The bank utilized Voice of the Customer, powered by CSP, to implement a service quality program that measured and tracked the customer experience. Bank customers provided in-person evaluations, producing a clear and timely voice of the customer that provided actionable information for the bank's executives and managers.

The Voice of the Customer solution used a statistically valid number of evaluations across the bank's entire branch network to identify key drivers of the customer experience for each retail position. The results were compared to peer-group benchmarks to produce a roadmap for improving the bank's already high quality of service.

The Voice of the Customer model made it easy for the bank's managers to focus on specific criteria that would lift the bank's key metrics.

## Results

Working in concert with bank sales management, the program achieved significant improvement in employee ability to assess and respond to customer needs. As well, the bank experienced improvements against its key objectives:

- More than 43,000 new deposit accounts
- More than 161,000 new services
- Increased number of products per household by 0.5
- Increased core deposit balances by \$641 million



“ Thanks to CSP’s program, our bank has consistently improved our customer care scores... the timely knowledge makes our employees much more effective in delivering exceptional customer service.

“CSP has had a major impact on everyone in the organization in assessing and responding to customer needs which has improved our core deposit growth, cross-sell effectiveness, retention and market share. The CSP data plays a significant role in the management of our business and assuring our brand promise.”

– Executive Vice President of Marketing

Harland Clarke’s Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.

Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.

**Acquisition**

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

**Onboarding**

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

**Cross-sell**

Increase the number of household products to capture full profit potential

To learn how Harland Clarke can help your financial institution improve marketing results, call 1.800.351.3843, email us at [contactHC@harlandclarke.com](mailto:contactHC@harlandclarke.com) or visit [harlandclarke.com/VOC](http://harlandclarke.com/VOC).

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