

CASE STUDY

Bank Combines Trigger Campaign and Contact Center Excellence to Achieve “Phenomenal” Mortgage Loan Results

\$41M Loans Funded

228% Increase

in Response Over
Previous Campaign

“Harland Clarke understood our needs and what we were looking for in a solution.”

BACKGROUND

BMO Harris Bank, one of the Midwest’s largest and oldest banks, with more than 500 branches in eight states and roots tracing back to 1847, provides a broad range of personal banking products and services. BMO Harris set out to find an automated loan marketing solution that would achieve its elusive mortgage loan acquisition goals and support its focus on relationship building and providing a great customer experience.

CHALLENGE

BMO Harris found it difficult to predict when customers were shopping for a mortgage. “Some wanted it every two years, and some 30 years,” said Assistant Vice President of Retail Marketing Ashley Page. “We weren’t consistently hitting our loan goals using a model-based marketing program.”

SOLUTION

“We were seeking a long-term solution that would take our lending goals to the next level. After discussing our goals and challenges with Harland Clarke, we decided on Shopper AlertTM.”

Shopper Alert is a trigger-based marketing solution that monitors credit bureau activity and notifies the bank when customers apply for mortgages with other financial institutions. Within 24 hours, a personalized prescreened loan offer is sent by phone or mail.

“The multichannel approach was extremely appealing to us.” BMO Harris was equally impressed by the solution’s advanced real time analytics and detailed reporting. “With Shopper Alert, we knew we would be getting the highest quantities and most information.” The bank also relied on Harland Clarke Contact Center Solutions to respond to higher call volumes with a level of service that matched its own. “We were blown away by the professionalism of Harland Clarke’s call center.”

RESULTS

BMO Harris began with a trial using only one credit bureau, and the results were extraordinary: 228% increase in response over the previous campaign and \$41 million in booked loans.

BMO Harris was able to measure campaign success soon after launch. “We saw success right away.” And, according to Page, the bank’s reps love to get the prequalified leads because they’re “ready to be turned.”

“Harland Clarke became an extension of the BMO brand—working together, creating that goal and getting the job done.”

Many variables impact campaign success. The information on earnings or percentage increases contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.

Learn how Harland Clarke can help your financial institution improve loan marketing results.

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy defines everything we do. We help organizations connect with their customers how, when, and where it matters throughout the entire relationship lifecycle. Our Payment and Marketing Services drive customer engagement in every relevant way across channels to increase acquisition, improve activation, deepen relationships and retain them for the long term. We are invested in giving our clients a distinct advantage in today’s experience economy. With Harland Clarke as your partner, you have a single, trusted source to help advance your strategic business growth and ensure enduring success.

Call 1.800.351.3843

Email contactHC@harlandclarke.com

Visit harlandclarke.com/AcquisitionCX