

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

**43K** new deposit accounts

**161K** new services

Increased core deposit balances by **\$641 million**

### CHALLENGE

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

### SOLUTION

The financial institution chose Voice of the Customer from Harland Clarke to implement a service quality program that measured and tracked the customer experience. Beyond Net Promoter Score and surveys, Voice of the Customer delivers actionable intelligence directly from the source – the customers – to improve performance. Customers provided in-person evaluations, producing a clear data and timely analysis which delivered actionable information for executives and managers.

Voice of the Customer used a statistically valid number of evaluations across the 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 financial institution's already high quality of service.

Voice of the Customer gathers, measures, and interprets feedback from every touchpoint: branch, web, and call center, making it easy for the institution's managers to focus on specific criteria that would lift key metrics around every experience:

- New Account Opening
- Lending
- Business Banking
- Daily/Regular Interactions.

## RESULTS

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

- More than 43,000 new deposit accounts
- More than 161,000 new services
- Increased core deposit balances by \$641 million

*"Thanks to Voice of the Customer, we have consistently improved our customer care scores ... the timely knowledge makes our employees much more effective in delivering exceptional customer service.*

*Voice of the Customer 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 data plays a significant role in the management of our business and assuring our brand promise."*

*- Executive Vice President of Marketing*

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

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