

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.”

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 their Trigger-Based Loan Acquisition/Retention solution.”

The trigger-based loan marketing solution 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 mail, email and/or a call by the contact center.

“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 Harland Clarke, we knew we would be getting the highest quantities and most information.” The bank also relied on Harland Clarke’s Contact Center to respond to higher call volumes with a level of service that matched its own. “We were blown away by the professionalism of their 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 improve your loan retention with a trigger-based solution.

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy drives everything we do. We help you better engage with your customers to keep you first in their minds. It is as true today as it has been for over 145 years.

Count on us for strategic, high-performance solutions designed to deliver superior customer experiences. We put our expertise, business insight, and best practices to work for you, driving bottom-line results every time.

With Harland Clarke as your partner, you have a single, trusted resource dedicated to executing on your business strategy and supporting your long-term success.

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