

CASE STUDY

Recurring Prescreened Loan Marketing Quadruples Lead Generation Response

4.7% response rate

3.7% booked loan rate

\$9.4M in new loan
balances

743% total ROMI

CHALLENGE

A West Coast financial institution with more than 35,000 customers sought a proactive approach to growing its loan portfolio that enabled customers to access credit offers 24/7 through online or mobile banking. It also wanted frontline customer service representatives to be able to view the offers as an additional sales channel.

SOLUTION

Harland Clarke worked with the institution's staff to implement Multi-Loan Pre-Approval, which prescreened its customers and offered them multiple loan products — including unsecured loans and lines, auto, boat, RV, travel trailer and motorcycle loans — at every touchpoint. Multi-Loan Pre-Approval is a comprehensive recurring loan acquisition solution that combines pricing automation, targeting and risk assessment to generate individual, personalized offers appropriate for the financial institution's risk tolerance. It includes loan offer setup, credit bureau prescreening, direct mail and email.

Multi-Loan Pre-Approval simplified the loan acquisition process for the institution's limited staff, and even provided tracking and analysis tools used to refine the campaign. The streamlined process also provided a best-in-class experience by enabling customers to access, review and accept loan offers via mobile and online banking anytime, anywhere, simply and easily, without having to complete an application — removing anxiety from the loan process.

In addition, the product equipped customer services representatives and the contact center with the ability to see every loan offer a customer was eligible for and print disclosures for the customer to have in hand. In fact, 70 percent of the campaign's offer redemptions came from the frontline sales/call center. This timely and relevant information helped engage customers at the right time.

RESULTS

The results were outstanding. The campaign delivered a response rate of 4.7 percent — nearly four times the typical loan acquisition campaign response rate — and a booked loan rate of 3.7 percent. In addition, the 30 percent email open rate was well above the industry average (25.1 percent). The institution grew its loan balances by \$9.4 million and experienced a remarkable 743 percent ROMI.

Many variables impact marketing campaign success. 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 Multi-Loan Pre-Approval can help you deliver a best-in-class customer experience and exceed loan marketing goals.

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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