

SEALING The M&A Deal

Four Ways to:

**Reduce
Attrition**



**Grow
Revenue**



**Build
Brand Equity**



**Improve
Satisfaction**



Sources point to an acceleration of **M&A activity**

63%

of banks with assets of \$10 billion or more plan to actively acquire within the next five years¹

Especially in **2021**

Bankers and deal advisors predict a **“record year”** for M&As²

Effective M&As result in carefully managing consumer uncertainty.

Communicate on the customer's terms. Set a clear timeline and manage expectations to reduce stress and disruption.

45%

of acquired bank customers said they likely would not remain a customer after an M&A³

A **positive customer experience** — before, during, and after an M&A — is the true measure of success.



The First Way

Personalize your customer communications

Meet customer expectations for personalized communications by engaging them one-to-one.



72%

of consumers only engage with personalized messaging⁴

Here's The Deal

Go all-in on personalization. A big pitfall for M&As is putting too much focus on the mechanics, and not enough on the customer experience.

The Second Way

Provide white-glove service to business-critical customers

Allocating dedicated support to top-echelon customers promises more business referrals, improved buying propensity and brand loyalty.



Proactive communications delivered at the right time, with the right offer can increase revenue **30% or more**⁵

Here's The Deal

Assign dedicated representatives to reach out to your best customers with white-glove support to ensure they are ready for the transition and understand the benefits.

The Third Way

Deliver the consistent brand experience customers expect

Earn customer trust and build loyalty with consistent, coordinated multichannel messaging.



75%

of consumers prefer a consistent brand engagement experience⁶

Customers trust banks that deliver consistent customer journeys **30% more** than those that don't⁷

Here's The Deal

Coordinated, consistent communications inspire confidence and make customers more comfortable remaining with the financial institution post-merger.

The Fourth Way

Deliver excellent and accessible customer service

Ensure you have the call center capacity to effectively manage unexpected problems.



Call volumes can **spike 300%** during digital conversions⁸

81%

of customers prefer live interaction when they want answers to urgent and complex issues⁹

Humans want to talk to humans.

A high-performance contact center provides the human touchpoint that is crucial to any successful M&A.

Here's The Deal

Accurate forecasting and proper staffing are key to avoiding long wait times and frustrated customers. Call center activities are especially important, as this may be the first interaction customers have with the acquiring financial institution.

Find out why an integrated, unified and proactive communications strategy — **that puts the customer first** — is the blueprint for a successful M&A.

Call **1.800.351.3843**

Email **contactHC@harlandclarke.com**

Visit **harlandclarke.com/ConversionCX**

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¹ BankDirector, "2021 Bank M&A Survey," November 2020

² Sullivan, Lauren, "Pent-up M&A demand will make 2021 'record year' for US banks," September 22, 2020

³ PwC, "Improving customer experience in M&A"

⁴ "Privacy & Personalization: Consumers share how to win them over without crossing the line," SmarterHQ

⁵ Agarwal, Rohit; Jacobson, Raelyn; Kline, Paul; and Obied, Maurice.

"The future of customer experience: Personalized, white-glove service for all," June 22, 2020, McKinsey & Company

⁶ Kiely, Dan, "Don't Neglect Your Customers During a Merger," June 06, 2018, Harvard Business Review

⁷ Pulido, Alfonso; Stone, Dorian; Strevel, John, "The three Cs of customer satisfaction: Consistency, consistency, consistency," March 1, 2014, McKinsey & Company

⁸ Harland Clarke Data 2020

⁹ Conkle, Brenna, "The Future of Digital Banking is About Great Conversations," August 1, 2017, The Financial Brand

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