

## “White Glove” Treatment and “Flawless” Digital Conversion Yields **95% Satisfaction Rate**



**“Thank you for investing  
in a customer experience  
that correctly anticipated  
what kind of support  
people might need and  
following through with  
very helpful and well-  
trained people.”**

Columbia Bank Client

### BACKGROUND

Columbia Bank is a full-service commercial bank with more than 150 branches across three states in the Northwest. The bank sought to ensure a smooth transition for its 25,000 commercial banking, treasury management and small business clients during an upcoming digital conversion.

### SOLUTION

Aware of how changes to the digital experience can cause disruption and customer frustration, Columbia Bank enlisted the help of Vericast.

Customer Change Management from Vericast provides skilled resources, proven best practices and expert contact center support to ensure a smooth digital transition experience for financial institutions and their clients and customers. Vericast helps turn potentially disruptive events into opportunities to boost satisfaction, increase retention and maximize conversion value.

Pre-launch, Vericast collaborated with the bank to design a personalized migration experience for each client segment. Specialists reached out to each client to ensure they were aware of the upcoming conversion, the benefits of the new platform and prepared for the transition.

**95%** of survey respondents reported they were satisfied with their Vericast dedicated support specialist

**“The key to achieving client satisfaction was investing in third-party Harland Clarke support and allowing our clients’ business needs to lead our decisions.”**

Ann Higgins,  
SVP/Director Digital Strategy,  
Columbia Bank

In addition, high-value clients received “white glove” concierge service, including step-by-step guidance on navigating the new experience and executing transactions. Vericast also provided inbound overflow support and post-conversion support for all clients before transitioning support back to Columbia Bank.

## RESULTS

The conversion was a remarkable success according to Columbia Bank, and, most importantly, its clients. Remarked Ann Higgins, SVP/director digital strategy, “... our conversion with Harland Clarke went flawlessly.”

Columbia Bank sent a survey to clients asking for feedback on the transition experience. Of the respondents who received dedicated support, 85 percent were satisfied with their transition experience, and 95 percent were satisfied with their dedicated support specialist.

Many variables impact success. The information in this case study is provided for demonstrative purposes only. Vericast does not guarantee a particular level of success.

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VERICAST can help you deliver an optimal customer experience across the digital conversion journey – from awareness and implementation to full adoption and utilization.

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