

Case Study – International Bank

Background

A well-known international banking and financial institution had recently acquired a large and successful regional bank. The acquired bank was highly respected within its operating region, and had a large and very loyal customer base.

The client asked Altyris to provide a transition campaign that would inform customers and announce the acquisition to the regional market in a way that would protect the in-place customer base while also attracting new business.

Actions

Our team worked with the client to define the needs, expectations, and concerns of existing customers, potential customers, and the general market within the target region.

Using this information, we developed and implemented an advertising and direct mail campaign to effectively communicate the new ownership of the bank to stockholders, existing customers, and potential customers. Messaging focused on the purchasing bank's high level of customer care and service, as well as its commitment to provide superior financial products to individuals in all communities throughout the region.

Results

News of the acquisition was delivered in a carefully timed manner and received an overwhelmingly positive response. The client has withheld specific financial details, however they reported that our campaign shortened the name transition period considerably, maintained higher-than-expected levels of customer loyalty, and resulted in a significant increase in deposits within key targeted customer segments.