

Case Study:

A top-25 regional bank establishes a branded customer experience for its digital bank

Challenge

- Design a banking experience that fully digitized all customer communications
- Stand-up denovo digital-first bank and integrate with a new core system in six months
- Provide flexibility to make changes to products, positioning, and experience
- Honor customer preference for electronic communication delivery options

Solution

- Created a full library of online, email and SMS communications
- Leveraged multiple APIs for online presentment, alerts, and personalization
- Provided on-demand, one-to-one and one-to-many communications capabilities
- Enabled full content management for rapid change flexibility
- Leveraged data to drive personalized content and detailed delivery tracking, audit traceability and governance
- Integrated separate systems and processes into one platform that enabled 430+ users to self-manage and access communications across the enterprise

Benefits

- CX** Established new brand and design across all communications channels
- \$** Reduced time to market and accelerated progress toward initial goal of reaching \$1M in deposits
- ✓** Improved email delivery remediation tools, providing a bounce rate <1% (well below the industry average)



Client

Banking – Digital-only online banking

Industry

Financial services

Solution

EngageOne RapidCX

“EngageOne RapidCX communications capabilities were CRITICAL to our success as a digital bank.”

- President, Top 25 Regional Bank