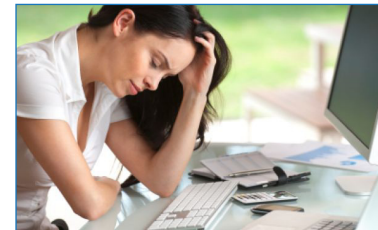


CASE STUDY :: COMMUNICATIONS

Financial Services: Improving Customer Experience for Negative News Communications



Challenge

The consumer credit division in a Top 5 bank wanted to strengthen customer relationships by improving their communications that deliver negative news.

Solution

Focusing on highly sensitive communications in which the bank is declining credit applications, we helped our client develop more clear and empathetic messaging to better reflect the brand voice.

In revising customer letters, we:

- Used a **friendly, conversational tone** and concise, plain language to make it easy to understand and free of bank or legal jargon.
- **Organized content with headings** so readers could easily identify key information and important takeaways or next steps.
- **Clarified the reasons** for declining an application to help customers understand how their credit history and credit score affected the bank's decision.
- **Included helpful resources** for customers to learn how to build stronger credit, and explore future credit opportunities with the bank.

Results

By providing negative news communications that are more personal and encouraging, the bank is advancing their objective to build stronger relationships with customers. Independent research validated the effectiveness of the revised communications:

- **Customers overwhelmingly preferred the new letters**, finding them easier to understand, friendlier, and more helpful.
- **Revised letters were considered more empathetic** (22% higher score) and more respectful (16% higher score) than earlier versions.
- **73% would still do business with the bank**, despite the negative news, based on the new letters. With the previous versions, only 52% said they would continue the relationship.

Let's Talk

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