

CASE STUDY :: COMMUNICATIONS

## Communication Strategy to Increase Adoption of Digital Banking with Wealth Clients



### Challenge

At a **Top 5 bank**, the Wealth Management division wanted to increase client adoption of online and mobile banking, while preserving strong relationships between clients and relationship managers/financial advisors.

### Solution

Beyond the Arc created a comprehensive communications strategy designed to help meet short term goals of digital banking adoption, and also drive internal commitment to the longer-term plan.

Our communications strategy deliverables included:

- **Organizational research** – Interviewed numerous key stakeholders in the wealth management organization to understand core needs and challenges impacting clients and internal teams, and identify barriers to engagement.
- **Strategic framework** – Created a communication strategy that would be most impactful to meet core needs for both audiences. Addressed challenges from a change management perspective, with guidance on best practices to build buy-in with internal teams.
- **Key messaging** – Developed key messages to address specific concerns and opportunities, and recommended the most effective channels for delivering the messages to each target audience.
- **Communication calendar** – Defined a year-long roadmap of important content deliverables to support the strategy, with suggested messaging, tactical approaches, and milestone schedule.
- **Campaign recommendations** – Designed two campaigns to immediately drive the effort to promote digital banking, with tactical suggestions and examples, and proposed schedule.
- **Success metrics** – Recommended metrics to help teams define success, such as increased online enrollments and client satisfaction rates.

### Results

Our proposed communication strategy received enthusiastic endorsement from key leadership and team members in the wealth management organization, and prompted immediate action:

- **Roll out of a mobile-focused campaign**, which we helped them execute with an aggressive deadline.
- **Successfully launched campaign** to over 85,000 wealth clients with an email and getting started flyer, plus email and tip sheet for relationship managers to drive support for the plan.
- **Follow-up email with video demo** on how to use a key mobile banking feature that would be popular with wealth clients.

### Let's Talk

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