BEYOND THE ARC

CASE STUDY :: CHANGE MANAGEMENT & COMMUNICATIONS

Improving Experience for Wealth Management and Brokerage Clients through a Merger

Challenge

During a complex merger integration, a Top 5 bank needed to ensure a positive experience to reduce the risk of attrition with their Wealth Management and Brokerage clients. Numerous changes would impact accounts and services, and the bank wanted to make sure their high value clients received exceptional support across all communication touch points.

Solution

Beyond the Arc worked closely with the bank to create a complete multi-channel strategy for delivering client communications that were clear, helpful, and reassuring, while promoting the benefits of the changes.

We helped our client to:

- Ensure clear, easy-to-understand messaging about the changes, by revising a high volume of letters and emails, as well as brokerage guides, account agreements, and online banking website content.
- Distinguish the value of the brand by integrating wealth management value proposition language into a wide range of communications.
- Increase visual impact to enhance multiple brokerage conversion guides by identifying imagery most relevant to high net worth clients.
- Meet deadlines with effective project management, tracking tasks and success factors to ensure completion of client communications, and coordinated logistics for teams to visit print-houses and inspect high-impact client mailings.
- Training for quality control by developing and delivering training sessions to prepare teams for conducting quality control reviews for key mailings.

Results

The bank successfully transitioned millions of wealth and brokerage clients through the changes, with minimal impact or attrition. Their clients received effective communications across many touch points:

- **Highly tailored mailings** - Three versions of brokerage cover letters and conversion guides, with 38 variable inserts as relevant to each each client.
- **Customized content for special accounts** - Additional letters for clients with annuities, life insurance, and mutual funds.
- **Specialized retirement planning** - Self-directed Individual Retirement Account packages and Employee Stock Plan packages.
- **Timely updates** - Online banking messages and email updates to ensure clients stayed well informed throughout the transition.

Let's Talk

Toll-free: 1. 877.676.3743

Email: info@beyondthearc.net

Website: beyondthearc.com

Blog: beyondthearc.com/blog

Social: