

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

Toll-free: **1. 877.676.3743**

Email: **info@beyondthearc.net**

Website: **beyondthearc.com**

Blog: **beyondthearc.com/blog**

Social:    