

CASE STUDY :: COMMUNICATIONS

Transforming Communications to Improve Customer Experience



Challenge

Our client, a **Top 5 bank**, wanted to improve customer experience and enhance the bank's service reputation through more effective communications that express one voice for the company and reinforce the brand,

Solution

Beyond the Arc helped our client launch and sustain ongoing momentum for an enterprise-wide initiative to create clear, consistent, and customer-focused communications across all channels and touch points.

With comprehensive hands-on support for strategy, writing, and design, we helped the bank:

- **Develop and implement enterprise standards** for writing in a friendly, conversational tone, including best practices for consistent messaging and easy-to-read formatting to drive more effective customer communications.
- **Promote best practices** by developing a company-wide intranet portal with interactive learning tools, model language writing guides, hundreds of before and after examples, quick reference tools, and success stories.
- **Build a customer-centric company culture** by developing and facilitating workshops to train team members on how to apply the standards to write in the brand voice.
- **Drive consistency across the organization** by providing editorial support and customer experience strategy for thousands of customer communications across over 30 lines business, including letters, email, website content, statement inserts, account agreements, ATM messages, marketing collateral, signage, and social media.

Results

Our client significantly advanced their customer experience goals:

- **Impacted over 100 million customer touch points annually** with improved communications.
- **Trained over 3,000 employees** across over 30 lines of business. Helped our client evolve their role into a Brand Education partner.
- **Accelerated communication reviews** with a systematic approach for managing revisions of over 10,000 communications.
- **Expanded adoption of best practices** as business units across the enterprise have engaged our client to revise large-scale communication inventories and develop customized writing tools.
- **Increased business value** by improving communications for the entire customer journey across businesses and channels to build stronger relationships.

Let's Talk

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