



# Banks Find Success with Unique Digital Engagement Service

4 BANK CASE STUDIES

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# Personalized Customer Engagement Platform

## Introduction

Banks are challenged with engaging customers to get to the heart of their needs so they can assist them with their financial needs and improve their financial wellness. Whether engaging with customers digitally, on video, in call centers, in a branch, or a combination, bankers need to humanize each interaction. Every customer engagement opportunity must be positive and memorable for the customer.

Customer engagement technology helps bankers show interest in customers and their current financial situations, and compassion when appropriate. With many banking products available from a bank, in-depth, on-target conversations allow bankers to understand unique customer needs and recommend best-fit financial solutions. Recommendations are based entirely on accurate customer needs and circumstance assessment. Customer engagement technology creates a differentiated customer experience and is a foundational tool for increasing brand loyalty and success.

Using a guided conversation tool, these four banks have dramatically increased digital channel leads, buying propensity, customer satisfaction, business performance, and the ability to meet consumers' and small businesses' needs.

**"Ignite helps our bankers succeed and be confident & consistent with meeting each customer's needs."**

Regional Midwest Bank

Read on to learn how the industry's most innovative and successful banks are having deeper, richer engagement with customers by using dynamic conversations that put customers in the right products 100% of the time. These creative approaches demonstrate the broad scope of benefits provided by outstanding digital customer engagement. It's clear from the case studies in this ebook that digital guided conversations leading to the perfect recommendations are now industry table stakes.

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# Central Bank

\$18B+ in assets

A community bank with customer-first culture employs engagement technology for increase in revenue-generating products that is 148% higher than the industry average.

## THE CHALLENGE

Central Bank in Missouri is a community bank that believes meeting customer needs is the best way to create customer loyalty and increase bank performance. When Dan Westhues, EVP of Retail Banking, decided to implement Ignite Sales at Central Bank, the plan was to use Ignite to create a compelling and consistent customer engagement experience through every customer contact channel for consumers and small businesses, including both branches and online. “Our challenge is that we have 13 banking charters in the bank holding company and we provide the regional presidents with enough latitude to provide banking services that are very much oriented to the individual bank communities within Missouri. The bank wanted to feel local but have a very consistent set of products and way of engaging with customers to better understand their needs.”

Central Bank presented its top three challenges to Ignite Sales. The first was insights into all 13 charter banks, their customers, and markets with data visualization. The second was consistent conversations and products across the organization. And the third was deeper relationships and penetration with customers across the organization.

“The bank wanted to feel local but have a very consistent set of products and way of engaging with customers to better understand their needs.”

Dan Westhues, EVP of Retail Banking



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## THE SOLUTION

“We worked closely with Ignite to help them understand our customer-first culture so they could design dynamic digital customer conversation guides that are consistent with our customer engagement philosophy and spark compelling sales conversations for both bankers and customers,” said Mr. Westhues. “Within a few months Ignite Sales designed and implemented the customized conversation guides for our banks and we were very pleased with the results.”

The bank also decided to make Ignite Sales technology a requirement for every branch conversation, prospect, or client. This caused the technology adoption rate for the banks to reach 100%. “The Ignite IQ Analytics portal gave us outstanding insights about banker efficiency and effectiveness and product adoption that we had never seen before. It has helped us tremendously to identify areas for improvement for our bankers and product management opportunities.”

**“The 15% lift during the first few months was fantastic. But the 40% lift from our best business bankers, well... that blew us away.”**

Dan Westhues, EVP Retail Banking, Central Bank

## THE RESULTS

“The results of using Ignite have been nothing short of phenomenal,” said Joselyn Baldner, President, Central Bank of the Ozarks. “Once our bankers starting using the Ignite Guides, they began to have much deeper and productive conversations with customers. The bankers are much more productive, and clients feel like we are really interested in discovering their needs and guiding them to wise financial choices.

**“The results of using Ignite have been nothing short of phenomenal”**

Joselyn Baldner, President, COO, Central Bank of the Ozarks

On average we see customers adopting about 5 products for every Ignite Sales guided conversation. There is a mix of revenue-generating products and add-ons in that five. And we have an increase in revenue-generating products that is about 148% higher than the industry average of about 1.3. We now have 162 branches and 620 branch bankers using the Ignite guides on a daily basis. Ignite Sales is a critical part of our customer enablement ecosystem and we are very pleased with the technology and the ongoing support we get from the folks at Ignite Sales.”

**148% better sales & service productivity**

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# A Global Bank

\$100B+ in assets

Customer Engagement Technology enables global bank to recommend best-fit products every time while improving customer satisfaction.

## THE CHALLENGE

When a new customer experience executive took over at the global bank, there were several challenges he needed to address, including significantly improving the consistency and productivity of every sales-oriented customer encounter. Although the bank had a well thought out and documented financial needs assessment process, it was paper-based and challenging to use consistently in all 450 branches. Consequently, bankers tended to talk about products with customers that the bankers were most comfortable discussing and not necessarily what aligned directly to the customer's needs.

A new approach was needed to help bankers explore customer needs and have deeper conversations about the bank's broader set of services. On the small business side, it was even more challenging. Since the bank's small business product offerings are more expansive and complex, there was a bit of hesitance by some bankers to have in-depth needs-based conversations with small businesses. As a result, the inconsistency impacted the efficiency for the employee and experience for the customer.

A new approach was needed to help bankers explore customer needs and have deeper conversations about the broader set of services.



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## THE SOLUTION

“We decided to implement the Ignite Sales guided conversation platform in our branches to provide deeper, richer and more consistent needs assessment conversations,” said the customer experience executive. “The Ignite team helped us stay focused on providing a great customer experience and designed very compelling, customer facing, dynamic conversation guides that are easy for our bankers to use and very engaging for our customers.”

The bank also linked the conversation results to their CRM platform to enhance and simplify the experience for tracking and follow-up. The Ignite platform seamlessly integrates with their CRM system to provide the ultimate frictionless experience that aligns their sales goals, tasks, and metrics. Providing this experience for Consumers and Businesses affords greater efficiency and alignment as bankers use the same system while also being more proficient and effective.

“We rolled out the initial version of our Ignite conversation guides to about 30 branches to get banker and customer reaction,” said the bank’s vice president of project management. “The feedback from these pilot branches was invaluable because it allowed us to refine our conversation guides in preparation for our rollout to hundreds of branches and bankers. In addition, Ignite was able to provide insights and recommendations for implementing best practices in the development of the guides.”

**“On average, each Ignite guided conversation is revealing about 6 product needs per customer which of course is leading to better financial performance of the bank. Most importantly, we are able to recommend right-fit products for our customers every single time.”**

Customer Experience Executive at a Global Bank

## THE RESULTS

“The results from the rollout of the Ignite conversation guides have been excellent,” noted the customer experience executive. “First of all, we have seen a significant improvement in the depth and breadth of our needs-assessment conversations with customers and prospects.”

Because of the deeper, richer engagement with customers, the bank saw improvements of about 30% in customer satisfaction scores for every customer that experiences a guided conversation. In addition, bankers are much more efficient and confident as the Ignite platform streamlines sales administration for each banker, equating to about 40 minutes per banker in time savings per customer engagement. And lastly, this also helped the product management team better understand its products and how they perform, leading to data-driven decisions on how and if products require adjustments.

**30% increase in customer satisfaction**

**47% improvement in meeting customer needs**

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# Rockland Trust Bank

\$13B+ in assets

Customer engagement technology allows Massachusetts-based bank to dramatically improve customer satisfaction and generate more business.

## THE CHALLENGE

A company dedicated to excellence, Rockland Trust has been rated the #1 bank in Massachusetts, according to Forbes World's Best Banks list. For many years, the bank has consistently focused on doing what is right for its customers and community.

Rockland Trust was looking to address two challenges. The first was how the bank could use technology to engage every customer consistently and deeply, so the bank could best understand and meet customer needs. Their second challenge was how the bank could best keep track of customer interaction history so that every time a banker engaged with a customer, they would be best informed and positioned to meet the customer's needs.

Rockland did not have a CRM system, and the methodologies used to help facilitate excellent customer engagements were somewhat dated and difficult to use consistently. And the approach did not generate the data needed to manage the branch bankers' effectiveness.

## Two Challenges

1. Engage every customer consistently and deeply to meet needs.
2. Gain insights from customer interaction history to ensure needs are and will be met with accuracy.

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## THE SOLUTION

Rockland implemented Ignite Sales in the branches and digital channels to improve customer engagement quality and consistency. Additionally, the Ignite team worked closely with the Rockland team to build digital conversation guides that accurately represented its customer engagement style and mirrored its culture and objectives.

The guides were designed to facilitate a very consistent and fluid conversation with clients and prospects that helped reveal each customer's financial needs and guide them to the Rockland products and services that best meet their needs.

Ignite conversation guides were concurrently implemented online and in the branch for a consistent approach regardless of channel. The Ignite guided conversations were so successful in meeting customer needs and generating more business that Rockland cost-justified implementing Salesforce CRM to provide a foundation for much-improved customer relationship tracking and management.

## THE RESULTS

Soon after implementing Ignite Sales, Rockland was awarded the highest ranking in J.D. Power U.S. Retail Banking Satisfaction Study among New England banks. "It was a great team effort that endures on today," said Dave Vento, FVP Retail Banking at Rockland.

"The data analytics that we get through the Ignite IQ Analytics portal is invaluable. We can see very specifically in our customer's journey where we need to improve by providing better training for our bankers, where we need to adjust processes and how we need to address opportunities to improve our products. It has been great for our

customers and for our bottom line. We were surprised, for example, at how many of our clients had lending and wealth management needs that we did not know about until we took the customers through guided conversations. Really powerful technology," continued Vento.

**"The data analytics that we get through the Ignite IQ Analytics portal is invaluable. We can see very specifically in our customer's journey where we need to improve."**

Dave Vento, FVP Retail Banking

"The cost justification for Salesforce was a bit of a challenge, but when we saw the efficiency gains and future potential for enhanced, tailored customer journeys for the branch bankers that came from the Ignite Salesforce integration, and the increases in revenue from the Ignite guided conversations, we were able to cost justify the Salesforce CRM purchase.

Our measured increase in customer satisfaction was over 40% on many metrics. Our attrition has gone down, and our Net Promoter Results have been driven into the upper 80% range generating strong growth for us, particularly in the business segment. Ignite has been a key driver for Rockland to reach and exceed our very high bar for customer engagement. We have been very pleased with the results using Ignite," concluded Vento.

**40% increase in customer satisfaction**

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# Northeast-based Super-regional Bank

\$100B+ in assets

Progressive bank leverages guided conversations with small business to boost account openings significantly.

## THE CHALLENGE

This northeast regional bank wanted to improve the quality and effectiveness of every customer engagement. In particular, the bank's Small Business Banking team wanted to enhance outreach to small businesses through digital channels. Because of the sheer quantity of prospective customers in the bank's footprint, it is a challenge - as it is with almost every bank - to be able to spend enough time with small business customers and prospects to understand their circumstances and needs, develop an ongoing relationship, and help improve the financial situation of businesses.

The sales strategy charged the business banking specialists with finding a way to increase the effectiveness of digital channels for the Small Business Team. "Our website is good. But we need to improve the effectiveness of the website to connect with small businesses to grow our business," said the sales strategy specialist. "We have few business accounts and services that can be opened online, so we are looking for a way to get qualified leads connected with our bankers."

"We need to improve the effectiveness of the website to connect with small businesses to grow our business, so we are looking for a way to get qualified leads connected with our bankers."

Sales Strategy Specialist

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## THE SOLUTION

The bank decided to implement Ignite Sales technology to improve the number of qualified leads from their website. The Ignite team worked closely with the bank's sales strategy team to understand the bank's product set, aspirations for the small business segment, culture, marketing strategies, and website. Ignite developed a customized digital customer conversation guide specifically for small businesses that could be accessed through the bank's website to drive desired results.

The guide design was responsive so customers and prospects could engage the digital guided conversation from any digital device, including smartphones, tablets, and personal computers. In addition, Ignite worked with the bank to strategically position the guided conversations for the most effective results on the website and advance the design of the small business section of the bank's website.

After the implementation was completed and the guide was live, Ignite and the bank monitored the guide's performance using the Ignite IQ Analytics portal that comes with the Ignite service. Together the bank and Ignite found ways to continuously improve the performance of the guides until they hit the right combination of factors to optimize the customer experience and generate excellent lead flow.

**"We are very pleased with the results of the implementation of the Ignite platform, and in particular we are very appreciative of the Ignite team's dedication to our success."**  
Sales Strategy Specialist at a Northeast super-regional bank.

## THE RESULTS

After working together to fine tune the guide and its placement on the web, the bank engaged with prospects more deeply and gathered more information to fully understand their business needs and better segment their target audience.

Once prospects complete the guide and click to schedule an appointment, 62% of them are opening accounts. The effectiveness of the digital channels has been significantly enhanced with Ignite's digital engagement platform. And the customer insights coming from the data gathered from the digital conversations prove invaluable in their potential to help the bank improve and refine customer segmentation and products, enhance the customer experience, and project future revenue opportunities.

**62% of businesses who  
scheduled an appointment  
through an Ignite guide  
opened accounts.**

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Start engaging  
with your  
customers in  
all channels.

# Conclusion

The global pandemic has upended all of our worlds, radically changing consumers' and small businesses' financial situations. Customer engagement technology gives bankers the tools to get to the heart of their customers' current needs with grace. Cloud-based conversation technology allows bankers to converse with customers wherever they are. Conversations seamlessly transition from online to branch or vice versa.

Bankers must understand precisely where consumers and businesses are in their financial journey. Dynamic digital needs assessment tools allow bankers to really understand customer needs and desires. Using immediate data and circumstances rather than historical trends, bankers can guide customers to products that reflect their needs at the moment of engagement and deliver relevant solutions to meet financial needs.

Empathetic and compassionate financial conversations help strengthen customer connections and grow together. Discover how Ignite Sales' proven technology can start the conversation and drive your growth!

Whether the journey begins online or in the branch, it must be engaging, relevant and easy to follow. Ignite Sales will change the way you sell products, service consumers, and measure results. We are the only provider in the market that helps you discover the needs of your customers as the centerpiece of the customer journey. Increasing customer satisfaction while unifying all channels to provide a consistent customer experience regardless of channel. The customer journey begins here.....[Ignite Sales](#).



## About Ignite Sales

[Ignite Sales](#) empowers banks and credit unions to conduct highly efficient and effective customer interactions designed to discover customer needs and make accurate product recommendations. Its award-winning customer engagement platform digitizes the sales process online and in the branch. Ignite significantly improves sales force performance by using artificial intelligence (AI) and behavioral science proven over 20 years with the industry's leading banks, resulting in 40% improved customer satisfaction, 100% accurate recommendations, and up to 150% growth in sales. Award-winning analytics show bank management valuable information unattainable with any other fintech provider.



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