

No Time to Rebrand?

Leading Online Bank Successfully Rebrands in 6 months working with CEDAR

*Branding should guide all of
your customer touch points.*

CEDAR Contact

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The Situation

In 2008, as consumer confidence in the financial services industry was in free-fall, a leading financial services organization planned to rebrand its bank. \$95 million was committed to a massive advertising campaign - but it couldn't stop there. A key component to building a brand centered on transparency and usability required this financial services organization to make certain every communication to prospects and clients was successfully rebranded.

The Challenge

With hundreds of different statements, documents and letter templates to be rebranded, and less than a year to complete the transformation, the company realized that their existing systems and project capabilities were not up to the challenge. The bank needed more than a technology solution; they needed complete project support to manage all facets of the project: from requirements gathering, through solution design and configuration, to successful implementation. They needed a partner capable of taking high-level brand guidelines and applying them consistently across their documents, statements and all other communications to comply with the new brand standard. To support their growth plans, and to enable them to continuously improve the user experience, they also wanted to use the project to implement an evolutionary framework to customer communication management.

The Solution

The company evaluated a number of alternatives and selected a service provider that could rapidly integrate with all their existing systems, and manage the communications across all channels: print and mail, email, and web portal. CEDAR Document Technologies (CEDAR) was selected to tackle the technology, communication design, and project management challenges the bank faced - with a deadline of less than six months - to support the advertising campaign already underway.

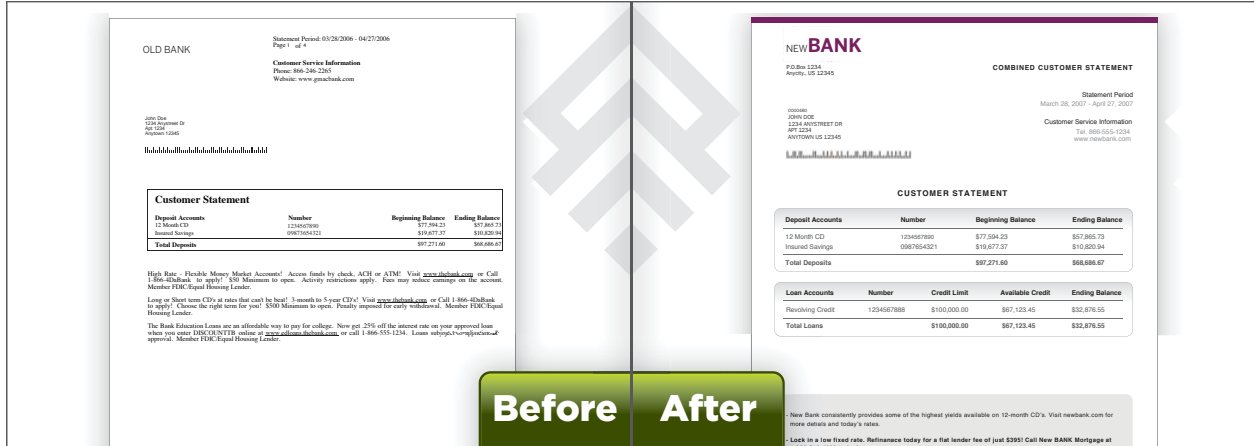
- ◆ CEDAR successfully integrated with the bank's banking platform, without requiring changes to the core banking systems.
- ◆ CEDAR redesigned all documents and letter templates in order to improve clarity and usability and reinforce the bank's brand promise.
- ◆ To improve operational efficiency and reduce costs during the deployment process CEDAR rationalized all documents and letter templates. The result was a 25% reduction in the number of templates and a 35% reduction in the required print inventory consumables.
- ◆ CEDAR improved the document and communication management process by taking the management of content out of the core systems and placing it in CEDAR's role-based content management tools. These tools allow business users to administer and control the process rather than being dependent on time consuming IT projects.

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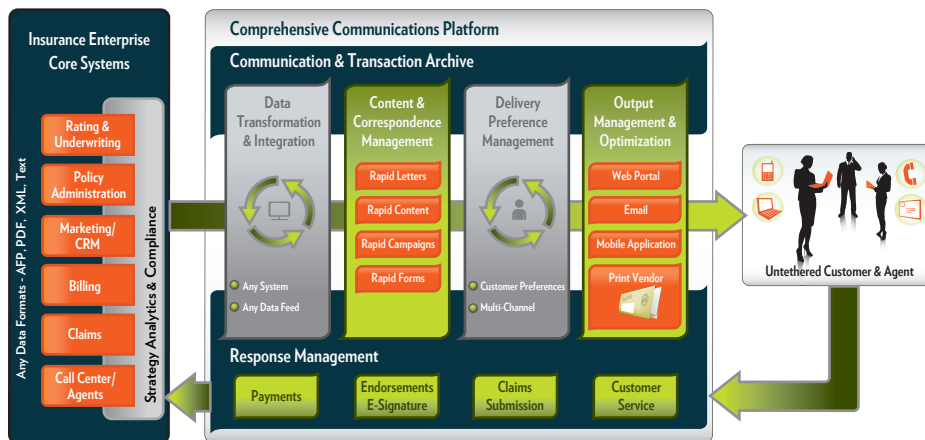
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Evaluation

The impact of CEDAR's work on the bank's statements and resulting customer experience is clear.



The key to CEDAR's ability to rapidly deploy the appropriate mix of technology and services to meet any clients' needs is the structure and design of the CEDAR Communications Platform.



The CEDAR platform is designed to be a comprehensive communications platform with content and correspondence management capabilities, multi-channel delivery and delivery management capabilities (web portal, email, interactive PDF, mobile, IVR, SMS, print and mail). It also includes a robust role-based archive (consumer, employee, 3rd party) and response management/self-service capabilities (payments, endorsements, e-signatures, customer service).

The cornerstone of CEDAR's platform is the data transformation and integration capabilities. CEDAR can integrate with any system or data structure allowing CEDAR's platform to produce and manage superior multi-channel communications and to translate responses back into a format the source systems can understand. CEDAR empowers marketers to leverage the data contained in multiple systems to produce and easily manage individually relevant communications and customer interactions throughout the entire customer lifecycle.

To find out how your company can improve its electronic invoicing, please visit us at www.cedardoc.com or call **Lee Nagel at 770.395.5064**.