

Optimizing Consumer Behavior and Improving the Customer Experience

Since 1893, Liberty National Bank has been serving customers in the Ada, Ohio area. A locally owned, independent community bank, Liberty is committed to serving the unique needs of consumers and businesses in their region, believing that their customers and employees should always “expect the best”.



About

- Established in 1893
- \$342M in assets
- Headquartered in Ada, Ohio
- 6 locations (www.myliberty.bank)

Challenge

Like most community banks, Liberty National was always looking for new ways to increase customer engagement and optimize their customer relationships, but was challenged to find the right solution. The Bank implemented MeridianLink Engage in 2018 to help them pinpoint insights and opportunities and quickly action upon them.

Customers More Likely to Convert to eStatements than Savings Accounts

+ 255% Checking Accounts

+ 204% Customers Between the Ages of 19-40

Results

As predicted in Engage, nearly 6% of targeted customers converted to eStatements as a result of the campaign, resulting in an estimated ROI of 68.25%. In addition, the campaign results showed that within the Liberty customer base, checking accounts were over 255% more likely to convert to eStatements than savings accounts, and customers between the ages of 19-40 were more than 204% likely to switch to eStatements than other age groups.

Solution

Through MeridianLink Engage’s custom insights, the implementation team identified over 1,300 account owners who were likely to convert from receiving traditional paper statements to enhancing their digital experience with eStatements. By motivating those customers to switch, the Bank could save both money and resources in processing statements monthly, while also improving their customers’ access to their banking records.

Engage designed an action plan for this customer group, including a targeted campaign to encourage customers to switch to eStatements during a specified in-market period to earn a statement credit, with a predicted conversion rate of 6% of the targeted customers.

“As a locally-owned institution with strong roots in our community, it is imperative that we are always delivering the best experience for our customers, while remaining fiscally sound. MeridianLink Engage gave us the tools to easily target customers so our valuable internal resources could focus on other initiatives. We were so pleased with the initial success of the program that we will be implemented an annual strategy with multiple campaigns and targets that we continue to run in 2022.”

—Heather Cox
AVP, Director of Marketing & PR

Future Plans

Following the success of their eStatements campaign, the Bank continues to engage and optimize additional segments and messaging with MeridianLink Engage building campaigns for customer groups targeted by the unique behavior patterns of their customer base.