



## Byron Bank Rolls Out FinanceWorks With Prelaunch Strategy & Online Marketing.

*By engaging branch staff and launching an online campaign, Byron Bank drives rapid growth within the first six weeks of FinanceWorks launch.*

### **About Byron Bank**

Byron Bank (<http://www.bankatbyron.com>)

\$762 Million in assets (as of March 2008)

Retail and Business banking Services. Online Banking with Digital Insight since 2003.

CLIENT SUCCESS

### **Challenges/Opportunities**

Leverage the launch of FinanceWorks to reinforce Byron Bank's commitment to provide best-in-class products and services to their user base.

- Provide customers with tools to help control spending and save more money.
- Engage branch staff members as product evangelists.

### **Actions**

Created a buzz about FinanceWorks before it launched.

- Created awareness among branch staff by engaging and educating the staff early.
- Promoted FinanceWorks to customer base:
  - Included key messaging on the login page within "Message of the day" and within Internet banking in the space where FinanceWorks would live in the near future.
  - Email campaign drove users to a link to view the FinanceWorks demo

### **Outcomes**

- Within first 6 weeks after launch, adoption reached 12% of active IB users.
- FW users are logging into IB more often – average of 12 times a month.
- Customer feedback indicates FinanceWorks is a delighter:
  - "I had no idea managing my finances could be so easy. To see *all* of my accounts in one place ... I love this product!"
  - "FinanceWorks is an easy to use, eye-opening tool to asses just where our money goes. I've personalized the categories so I can see how much we spend on items such as gas and holiday gifts this year. It really keeps us in check."
  - "The budgeting and other analysis tools allow me to see where I am on a monthly basis in comparison to what I have allocated at any point throughout the month."

"FinanceWorks has helped us meet the rapidly increasing demand from our customers for ways to help them improve their overall financial well being, at a time when they need it the most. By providing an easy to use tool to help customers manage their accounts all in one place, we expect to increase retention, loyalty, and be more competitive against the larger institutions in our area." *Robert Powers, First VP, Byron Bank.*

**Ask:** Robert Powers, First Vice President, Support Services, Byron Bank.

(t) (616) 588-7510 (e) [rpowers@bankatbyron.com](mailto:rpowers@bankatbyron.com)