

CASE STUDY

Androscoggin Bank



The Growth Platform
for Banks & Credit Unions



THE GROWTH PLATFORM DIFFERENCE

How One Bank Increased Customer Satisfaction by 41%

**SIZE:**

1.025 Billion

LOCATION:

12 branch offices in Maine

WEBSITE:androscogginbank.com**CLIENT SINCE:**

2016

**360 VIEW MODULES
IMPLEMENTED:**CRM • Marketing Automation •
Goals & Incentives • SmartPops

Quality customer service is what separates bad businesses from good businesses and good businesses from great businesses in any industry. When a company is forthcoming and customer-centric, it's far more likely to garner and maintain customer trust and loyalty.

Recognizing this, Androscoggin Bank operates its business on an integrity model that puts client satisfaction above everything else. This approach worked well for a long time, as the bank built a reputation for delivering community-focused service. But, in 2016, Androscoggin found it was not living up to this reputation and engaged 360 View to provide a solution.

Speed and responsiveness are critical to effective customer service resolution, and with the 360 View growth platform in place, the bank has been able to provide fast, thorough responses to support issues.

Now, Androscoggin Bank is in a better position to do what it does best: help customers find the right banking solutions for their needs.

THE PROBLEM

Client Satisfaction Survey Underscored the Need for CRM

Banks that want to know what their customers think of them just have to ask. And that's what Androscoggin did when the bank surveyed the top 20% of its customer base to determine if they had experienced any support issues, and if those issues were resolved quickly. The client satisfaction survey shed light on several areas of concern:

UNRESOLVED ISSUES

53% of customers had an issue that was never resolved

SLOW RESPONSE

Only 33% of those who had an issue resolved said the resolution was prompt

DISSATISFACTION

Only 46% were satisfied with the resolution

The results were alarming and served as a wakeup call, pushing the organization to make changes across its customer support department. This included implementing 360 View's growth platform, as it would provide the necessary insights for identifying and correcting customer service gaps.

“

We felt that the 360 View team truly understood our business and would help us move quickly and get back on track with exceeding customer expectations.”

— Genevieve Hering, AVP & Business Intelligence Analyst
Androscoggin Bank



CHALLENGE 1

Getting Everyone on Board

CRM implementations are typically not well-received by businesses operating on an integrity model, as this model encourages sales team members to work to find the right solution for customers, rather than pushing solutions to meet sales goals.

This was the case with Androscoggin; the bank's employees were concerned that a CRM would change the small bank culture and shift the motivation from quality service to sales quotas. That's why bank leadership decided to implement 360 View in a phased approach — starting with the Incidents module. This would allow the bank to focus first on improving customer service ticket resolution and then slowly roll out the rest of the CRM features.

“Our leadership team was committed to sharing about the bank-wide benefits of the CRM with the goal of establishing trust and gaining employee buy-in for the new system,”

— Genevieve Hering, AVP & Business Intelligence Analyst

Ongoing training was a critical step in rolling out the 360 View platform and eased the concerns of those resistant to the technology. New hires were trained on the system as part of company on-boarding, and the bank revisited training in quarterly employee orientations and in regular business line meetings.



CHALLENGE 2

Improving Customer Service Visibility

In order to better understand its trends around service tickets and resolution, Androscoggin needed a comprehensive report of all customer support activity. This was available with the 360 View Incidents module, which included dashboards displaying ticket volume, average close time, and outstanding items.

The increased visibility into customer service workflows via 360 View spurred real change in the bank's customer service delivery.

It became apparent that oftentimes customers were not notified when service issues were resolved, leaving them unaware of the resolution status. In response to this data, the bank updated its customer support process to include additional steps for communicating with customers and documenting resolution.

The bank's leadership also began requiring that all service inquiries be picked up within 48 hours of submission, or incentives would not be paid out. Progress could be easily tracked and communicated between departments in 360 View, ensuring complete transparency around this customer support goal.

THE RESULTS

Exceeding Expectations

“

We have achieved incredible results with 360 View, and the CRM has completely changed the way we handle support issue resolution and customer communication. We are a better bank with better service because of this partnership.”

— Genevieve Hering, AVP & Business Intelligence Analyst

The only way to confirm whether or not Androscoggin customers were happy with the new processes was to conduct another survey. So, one year following its 360 View implementation, the bank surveyed its most profitable customers again. The results were outstanding.

DECREASE IN UNRESOLVED ISSUES

Only 12% of customers reported they had an issue that was never resolved, down from 53% the year before

PROMPT RESPONSE

53% of customers reported they received a prompt response for their issues

SATISFACTION

54% were satisfied with the resolution