



Sovereign Bank Case Study

“Autodemo created a professional, first-rate demo for us that has generated a tremendous response rate.”

—Sovereign Bank

CLIENT: Sovereign Bank

Sovereign Bank is a \$58 billion financial institution with more than 650 branches across the New England and Mid-Atlantic regions.

NEED: Raise awareness of the enhanced online BillPay product and dramatically increase the number of customers using the company's site.

Sovereign Bank launched a new BillPay platform for their site. They revised the outdated, inconsistent look and functionality of their online BillPay product to offer customers an easy, efficient way to manage their money online.

The revamped BillPay product is a Best-in-Class example of online banking services. Customers have a centralized online payment center where they can pay more than one bill at a time, pay bills faster with same-day and next-day payment options and have e-bill capabilities to receive electronic bill statements via the Internet. And it's free for all Sovereign Bank customers!

Sovereign Bank knew they had a valuable solution and needed to bring customers into the loop. They implemented an aggressive direct marketing campaign to alert customers of the changes, but wanted something proactive to educate customers about the new product features. They had a limited budget, a short amount of time and a lofty goal to meet.

SOLUTION: A 2½-minute demo that highlights key online BillPay benefits.

Autodemo's team of writers, producers and developers created a demo that shows Sovereign Bank customers how easy it is to pay bills online. The demo uses product screen shots combined with professional voiceover talent and is easily accessible to all customers from Sovereign Bank's website (www.sovereignbank.com) and its online banking section.

Because Sovereign Bank's BillPay process touches so many different departments within the bank, the demo had to be approved by various team members. To expedite the review process, Autodemo posted a beta of the demo online for key decision makers to view.

Even with seven decision makers on Sovereign Bank's side, the entire process took less than five weeks from start to finish. Deadlines were met and the project stayed within budget.

RESULT: Online BillPay customer numbers more than double in just over six months.

Since the launch of the enhanced online BillPay product just over six months ago, the number of customers enrolled to use Sovereign Bank's online BillPay has more than doubled.

“We experienced a very positive response with the demo,” says Linda Amir of Sovereign Bank. “The finished product was very customer-centric, easy to follow and concise.”

According to survey results by customers who have viewed the demo, more than 87 percent found the demo helpful. 88 percent of customers, who were not yet enrolled, said they would enroll after viewing the demo. Customer response to the demo has been consistently positive since its inception as online BillPay enrollment numbers continue to increase.

1129 PAYNE STREET
LOUISVILLE, KY 40204
502.581.1300
WWW.AUTODEMO.COM