

# Major Consumer Finance Company Seeks Customer Communications Preferences



## Targeted plan promotes paperless option and garners 9% lift

### Situation

A major consumer financing company wanted to gather customer preferences regarding delivery of information about their account and related services. By doing so, the client would be able to provide relevant, personalized, timely communications in the method preferred by the customer, including access to paperless statements.

### Solution

We developed a preference management solution to add to their online payment interface, allowing customers to choose their preferred method of receiving statements, as well as the ability to change selections in the future. Additional automation is in place to ensure paperless customers receive their statement notifications every month. Based on email bounce rules, we have a method to send any hard bounce emails back to the print stream which triggers a communication letting the customer know their email address needs to be updated. All actions

are within an automated process, that manages over 1.8 million communications a month.

### Benefits

All customers with a known email address received a communication educating them about the new preference management option, along with reassurance they could change back to paper if they weren't happy. This action alone provided an immediate 9 percent lift in adoption equating to 160,000 customers.

Another technique implemented for 850,000 customers who'd previously given permission to contact, was paper and electronic access for 60 days as a trial. If the customer decides to go paperless, they receive access to a year's worth of history, which in turn brings a continued gradual lift of about 1 percent.