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HARRIS BANK

A Financial Services Case Study



HARRIS BANK.

Company: Harris Bank
Industry: Financial Services

Company Profile

Harris Bank, a subsidiary of Bank of Montreal, is an integrated financial service organization providing more than 1.5 million personal, business, corporate and institutional clients with banking, lending, investing and financial management solutions.

Business Challenge

Harris Bank has developed a powerful online brand to its existing customers. However, the company wanted to use their Web site to increase the amount of online leads and track where these leads were coming from to generate more sales.

Solution

Harris turned to eStara to implement a Click to Call solution on key transaction and application pages of its site. With Click to Call, Harris was able to strategically engage existing and prospective customers at "pain points" in the online process to answer any questions they had during the application process, and make sure their customers were able to complete their transactions. In addition, customers were able to bypass the bank's IVR system and connect immediately to a Harris customer service representative.

Results

- Up to 18% of Harris Bank's call center traffic is now due to Click to Call
- 4 out of 5 online customers now use Click to Call when applying for a Harris loan or mortgage online
- 92% of Harris customers prefer Click to Call over other contact methods

"It's a double wow application. It wows the customer and it wows our sales force."

-- Hilde Betts, Senior VP of E-Channel Services, Harris Bank

With 197 full-service locations throughout Chicagoland and Northwest Indiana, Harris Bank is ranked sixth in American Banker's latest list of U.S. Banks Owned by Foreign Holding Companies. It also is the second-largest bank in the Chicago area based on number of full-service branches. With such a large presence, Harris has evolved over the years to become much more than just a regional bank. To many in the Midwest, they are also a powerful online brand. For this reason, the company wanted to leverage the traffic it receives on its site to help extend its services to online customers.

Business Challenge

Like many regional financial services companies, Harris Bank faces increased competition from other regional banks, online financial institutions, as well as national banks. Harris wanted to leverage the traffic it receives on its Web site to take advantage of valuable cross-sell and upsell opportunities to existing customers, and immediately engage prospective customers with a chance to learn more about its services from a Harris customer service representative.

Additionally, it was looking for new ways to differentiate its services from the competition.

Solution

After investigating a variety of solutions, Harris Bank turned to eStara to implement a Click to Call solution on key transaction and application pages of its site. With Click to Call, Harris was able to strategically engage existing and prospective customers at "pain points" in the online process to answer any questions they may have during the application process, and make sure their customers were able to complete their transactions. In addition, using Click to Call, customers were able to bypass the bank's IVR system and connect immediately to a Harris customer service representative.

Click to Call links on the various Harris web-pages connect people to specific customer service teams in the call center. For example, the links on its Hispanic banking site direct customers to Spanish-speaking representatives.

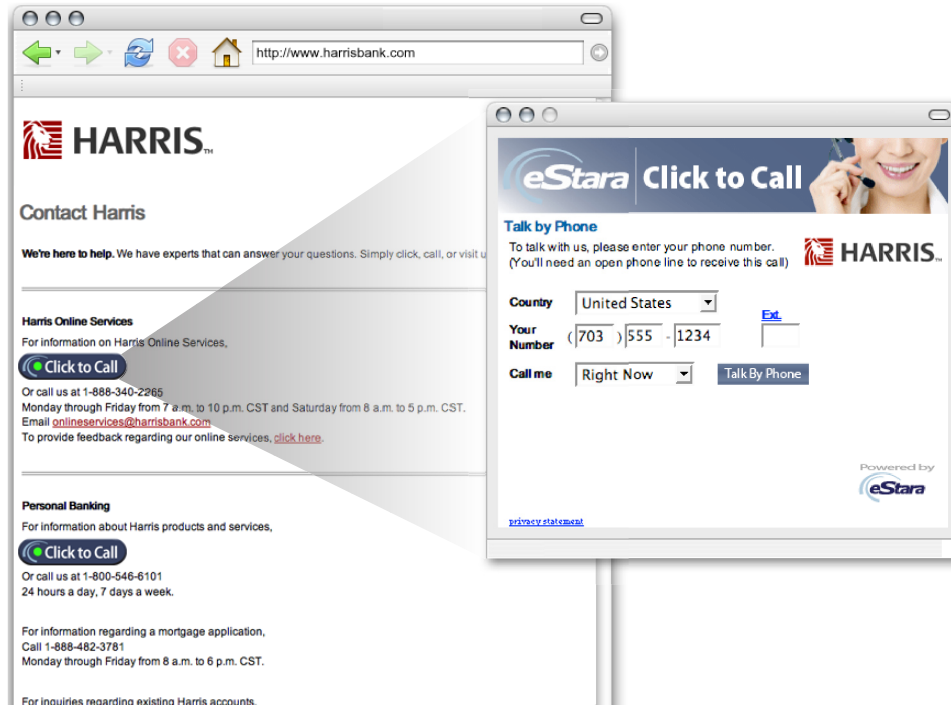
Since its launch in 2002, Harris has gradually been putting Click to Call on more and more of its pages.

Start the conversation with eStara.



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eStara Click to Call in use on Harrisbank.com

“ It’s a double wow application. It wows the customer and it wows our sales force, ” said Hilde Betts, a Senior Vice President of e-channel services at Harris Bank.

Results

Vicki Spagnola, a vice president in e-channel services at Harris Bank, said the new feature has improved and speeded up service for customers. “If they were to pick up the phone and call us, they would be presented with our telephone banking menus,” she said. “eStara Click to Call bypasses these menus.”

Recent surveys of more than 3,200 Harris customers have found:

- 81% of customers surveyed had used the service when applying for a loan, mortgage, or other banking product;

- 92% said it was easier than other methods, such as dialing the call center, for contacting the bank;

Today, Click to Call accounts for 15% to 18% of the bank’s call center traffic. According to one financial services market research firm, Harris’ success with eStara Click to Call service is not surprising because it cuts down on the time customers must spend on the phone.

“People prefer to communicate directly, if they can, without waiting. It’s really used as a way of decreasing attrition in those customers that are signing up for another financial product, such as a mortgage or loan,” said one analyst.

The analyst firm added that banks should consider similar services because they also help customers complete applications for new products online.

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Start the conversation with eStara.