

BrandBank (now Renasant Bank):

Voice of the Customer

In their pursuit of service excellence, BrandBank wanted to transform their customer experience data into actions that would produce measurable service and sales results.



SALES GROWTH



\$63M

in Demand Deposits
(19% increase)



4.5 Services

per Customer (1.5 increase)



18% ROE

in 2017 (300 basis points
more than competition)

SERVICE IMPROVEMENT



Real-time data

enabled managers to quickly
recognize and reward teammates



Actionable data

enabled bank to focus on areas of
success and improvement



Best-in-class insight

provided direction for improved service standards



© 2018 Harland Clarke Corp. All rights reserved.
Results based on Harland Clarke data. Many variables impact
campaign success. Harland Clarke does not guarantee or warrant
earnings or a particular level of success.

For more information

about how Voice of the Customer can help you deliver
best-in-class customer service with bottom-line results,
contact your Harland Clarke account executive or visit
HarlandClarke.com/VoC.