BANK CASE STUDY

How an Unbiased Sales Process Increased Value-Added Growth by 58%

To get the right customers to the right accounts, an unbiased sales process was implemented as part of the Haberfeld strategy launch.

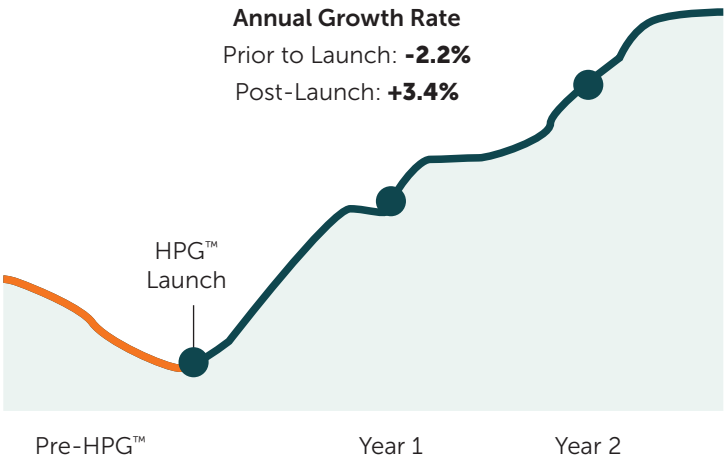
Before becoming a Haberfeld client, this institution followed a sales process biased towards account openings in a fee-based, value-added product. This process resulted in a high percentage (over 50%) of personal checking accounts opened in the value-added product, but also led to high attrition, as customers were often placed into the wrong account for them.

To get the right customers to the right accounts, in partnership with Haberfeld, the client's team pivoted to a customer-led process that efficiently guided team members to ask better questions about the intended use of the account. Resulting in an account opening that fit the the customer's need.

Getting the right customers in the right accounts significantly reduced the number of account closings. Comparing 22 months prior to Haberfeld, the number of total accounts still open is 2.18x. Even with a lower take rate, the number of value-added, fee-based accounts remaining open after 22 months increased by 1.58x. These results demonstrate that aligning customers to the right accounts drives stronger retention and sustainable growth.

+4,637

VALUE ADD CHECKING ACCOUNTS OPEN AFTER 22 MONTHS



NEW CHECKING ACCOUNT ANALYSIS

	Pre-HPG™	HPG™
Value-Added Account Openings	6,263	7,022 **1.12x**
Still open after 22 months	2,940	4,637 **1.58x**
Retention	47%	66%
FREE Account Openings	5,757	9,272 **1.61x**
Still open after 22 months	3,240	6,653 **2.05x**
Retention	56%	72%

Better customer fit leads to high retention and long-term account value.

haberfeld.com