



Letter Front



Letter Spread



Brochure



FAQs

Sterling National Bank/Provident Bank Post-Merger Systems Conversion

Challenges:

One year after two New York-based banks merged; all bank customers were impacted by changes that were not applicable to all audiences

Needed to provide a streamlined, customer-friendly delivery of information

Solutions:

Fully-customized communication in large size booklet format; variable copy blocks gave customers information relevant only to their accounts

Package also included a personalized cover letter and a separate Online Banking change brochure and FAQs