



Chevy Chase Bank Telephone Banking Promotion

Challenges:

Customer reticence to adopt automated phone service instead of live customer help

Enhanced functionality and a new menu had to be conveyed to existing power users as well as non-users

Solutions:

A two-phase continuity mailing to active users ensured familiarity with the new system

The creative approach was lighthearted and fun, humanizing an automated service

Full-size in-branch display brought the concept to life