

First Citizens Bank Small Bank Acquisitions

Challenge:

A cost-effective communications approach was needed for conversion communications to audiences of less than 2,000

Solution:

A streamlined conversion package became a template for future mergers, including a cover letter, straightforward Account Guide and disclosure

In this merger, there was a personalized account listing, showing the customer's current and new accounts; other mergers utilize a more generic approach

The four-page booklet-style Account Guide provided general transition information and features of the go-forward products



Letter with Personalized Account Listing



Account Guide