

Provident Bank (NJ)/Team Capital Bank Merger

Challenges:

When this long-established retail bank in New Jersey acquired Team Capital, a relatively new commercially-oriented bank in neighboring areas, the creative challenge was to assure the acquired customers there would be no loss of the high touch personal service they had been receiving

Solutions:

In a nod to the acquired bank's name, MKP developed communications with the themes, "We're bringing even more to the team" and "We're teaming up to offer you more"

The welcome package included a personalized "Account Preference Form" that empowered the new customers to review their options, then engage with Provident for a positive customer experience

