

## Huntington Commercial Payment Center Migration

### Challenge:

Huntington introduced a new online portal for handling Wire Transfer and ACH transactions; it was critical that the complex transition be smooth and seamless for commercial customers

As action was required, communications needed to thoroughly engage customers, easing the pain by setting expectations, then providing detailed step-by-step instructions as well as high level advantages

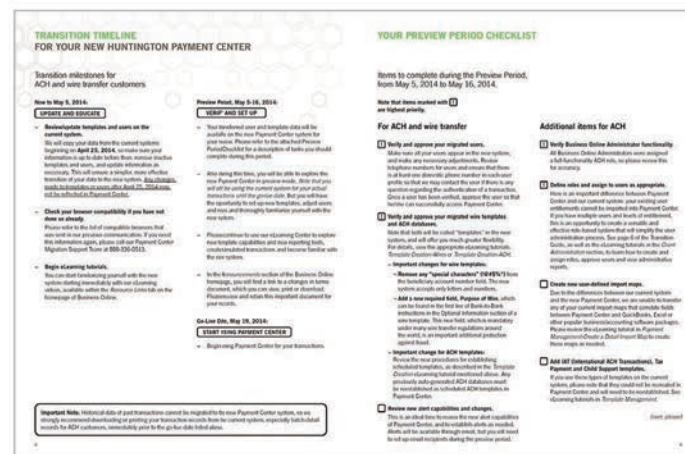
### Solution:

A series of customer communications: a 60-day advance mailing to explain the benefits and set the stage with an action checklist; a full transition package, with screen shots detailing the changes, mailed at 45 days; a 21-day advance email reiterating key dates and action steps

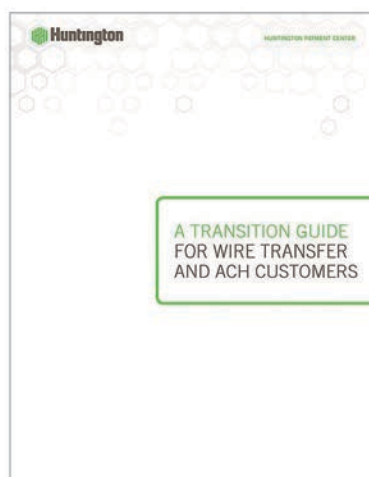
Synthesized technical and complicated input and translated into clear, easy-to-navigate communications



45 Day Letter Cover



45 Day Letter Interior



45 Day Transition Guide Cover



45 Day Transition Guide Interior