

## BMO Harris Bank Online Banking Conversion

### Challenge:

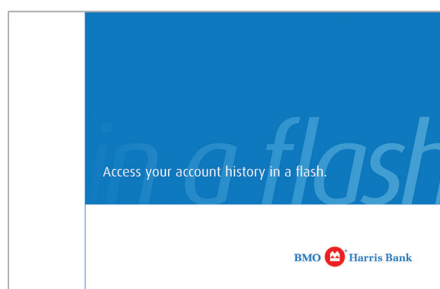
The merger of M&I and Harris Bank resulted in substantial changes to retail online banking

Transaction history was not transferred, which added to the negative impacts of the conversion

### Solution:

Communication delivered insight, information, key dates and clear directions

To top tier customers, a "surprise and delight" element was added: a flash drive, to proactively save their transaction history



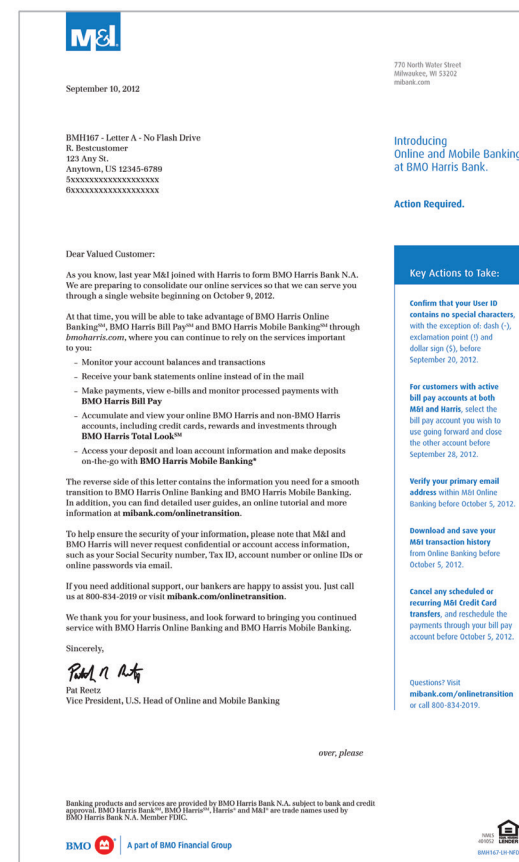
Cover



Interior



Premium



Letter