

Chase New Customer Onboarding DM

Challenges:

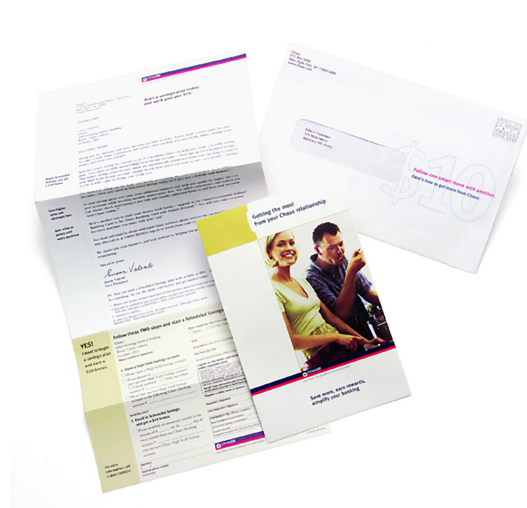
Need to reduce high attrition among new checking customers

Build new relationships and increase loyalty to bank

Solutions:

MKP developed and implemented a strategy to reach new checking customers five times in the first six months (the critical time in a customer lifecycle): (1) sticky product enrollment; (2) investing; (3) retirement; (4) credit; (5) thank you

Managed monthly mailings to each new "cohort" on a rolling basis, with excellent retention results



Getting Started (Sticky Products)



Investing



Retirement



Credit



Thank You