
Behavior

Stakeholder Interview Themes

Amalgamated Bank Website Refresh

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Stakeholder Interviews

Environment and Sustainability

Ivan Frishberg

Political

Molly Culhane

Unions

Kevin Collins, Jim Lingberg

Investment Management

Will Hogan, Kyle McGarvey,
Charlie Wright

Socially Responsible Businesses and Lending

Amir Kirkwood

Philanthropies

Anna Fink

Consumer Banking

Melissa Tuozzolo

Non Profits

Maura Keany

Theme: Amalgamated Bank is not like the other banks

Challenge

Clients have special requirements specific to their segment and need to feel confident they are working with someone who understands their unique challenges

Organizations needs that change over time

Opportunity

Effectively message the good things that Amalgamated and its clients do

Demonstrate how segment leaders are not traditional bankers. They have deep subject-matter expertise, support their cause, and will be a value-added partner in finding the right solution to meet their needs

Promote high-touch services (e.g. 24/7 concierge with direct connection to their Relationship Manager, dedicated team, customized solutions to fit their unique needs, etc.)

Theme: Switching banks is hard

Challenge

Prospects think the process of moving to a new bank will be disruptive to their organization and a difficult effort

Prospects don't see moving their bank as a high priority because if it is not broken, why fix it; there needs to be good reason to make the switch

Opportunity

Demystify the process by describing the procedure to switch (e.g. a step-by-step guide, call-out within each case studies addressing the process, quote from a Relationship Manager, etc.)

Make the case of **why** prospects should consider switching, even if they are satisfied with their current bank

Theme: Prospects have not heard of Amalgamated Bank

Challenge

Lack of awareness and understanding of who Amalgamated is, who its clients are, what products they have and services it performs contribute to being weary of working with a new bank

Concerned about the size of the bank and if it can provide the services necessary for their account

Concerned if the bank is secure enough

Opportunity

Demonstrate the scale of the bank with (e.g. \$40B under investment management, 417+ political clients, etc.)

Leverage case studies about well-known clients (e.g. LVC, DNC, Hillary campaign, etc.) to demonstrate competency and ability to deliver exceptional service

Consistently message prospects via email newsletters, social media, PR (good for communities) and human outreach to create awareness and stay top-of-mind

Theme: Clients are executive decision-makers who have little time

Challenge

Across all segments, target prospects are executives who make money management decisions such as CFOs, COOs, Director of Operations, Treasurers, Controllers, etc.

They have little time and require a compelling reason to listen to switching to a new bank

They care about a banking relationship that is easy and inexpensive first, values second

Opportunity

Tout the \$40B Amalgamated has under management

The site should serve as a pitch deck and proof-point can be used as part of the business development process to create awareness, build interest and establish a good relationship

Show how Amalgamated is a **committed partner** that see clients for who they are and the good they do through case-studies and community impact statistics

Theme: Current clients help get new clients

Challenge

Prospects have not heard of Amalgamated and don't know if they can handle their type of organization

Prospects aren't clear what services Amalgamated has to offer

Opportunity

Demonstrate via client logos, success statistics and case studies how reputable organizations in key segments trust Amalgamated as a value-added partner

Use language that is specific to organizational banking to establish credibility in that arena

Theme: Each segment has unique needs

Challenge

Organizations have particular challenges specific to their domain

Prospects may be used to a one-size-fits-all experience with their current bank

Opportunity

Look at each segment as a unique community with specific challenges that only Amalgamated has the expertise to successfully service

Highlight specific products and services that the bank offers to each segment

Summary of themes

Amalgamated Bank is not like the other banks

Switching banks is hard

Prospects have not heard of Amalgamated Bank

Clients are executive decision-makers who have little time

Current clients help get new clients

Each segment has unique needs