

Direct Mail

Video Game Walks Customers Through a Complicated Account Conversion

Institution: Extraco Banks, Waco, Texas
Asset size: \$1.2 billion

When the bank decided to discontinue its free-checking accounts, it came up with the idea of an interactive online game to explain the change to customers.

The bank sent out direct mail containing a link to the online game.

When the customer went online, an animated character, James, commiserated with them about the need to make a change. Next, he walked customers through the process, showing them how they could benefit from the change by earning rewards in addition to reducing or eliminating the new monthly service charge.

Customers were prompted to input data about their banking behaviors and James showed them how they could save and earn each month through a new checking account.

Then, customers moved to a microsite where they “unlocked” a \$50 conversion bonus, played with the numbers on their banking behaviors to see how it would affect earnings, and converted themselves to the bank’s reward checking product, Bonus Banking.

The campaign mailed 21,665 pieces. The result was that 4,250 consumers played the game and 14 percent of the “players” converted to the reward checking product.

