OvationCXM

KeyBank

Case Study

About KeyBank

Top 20 U.S. Bank	~17,000 Employees	HQ in Cleveland, OH	Serves 15 States	Leader in innovation

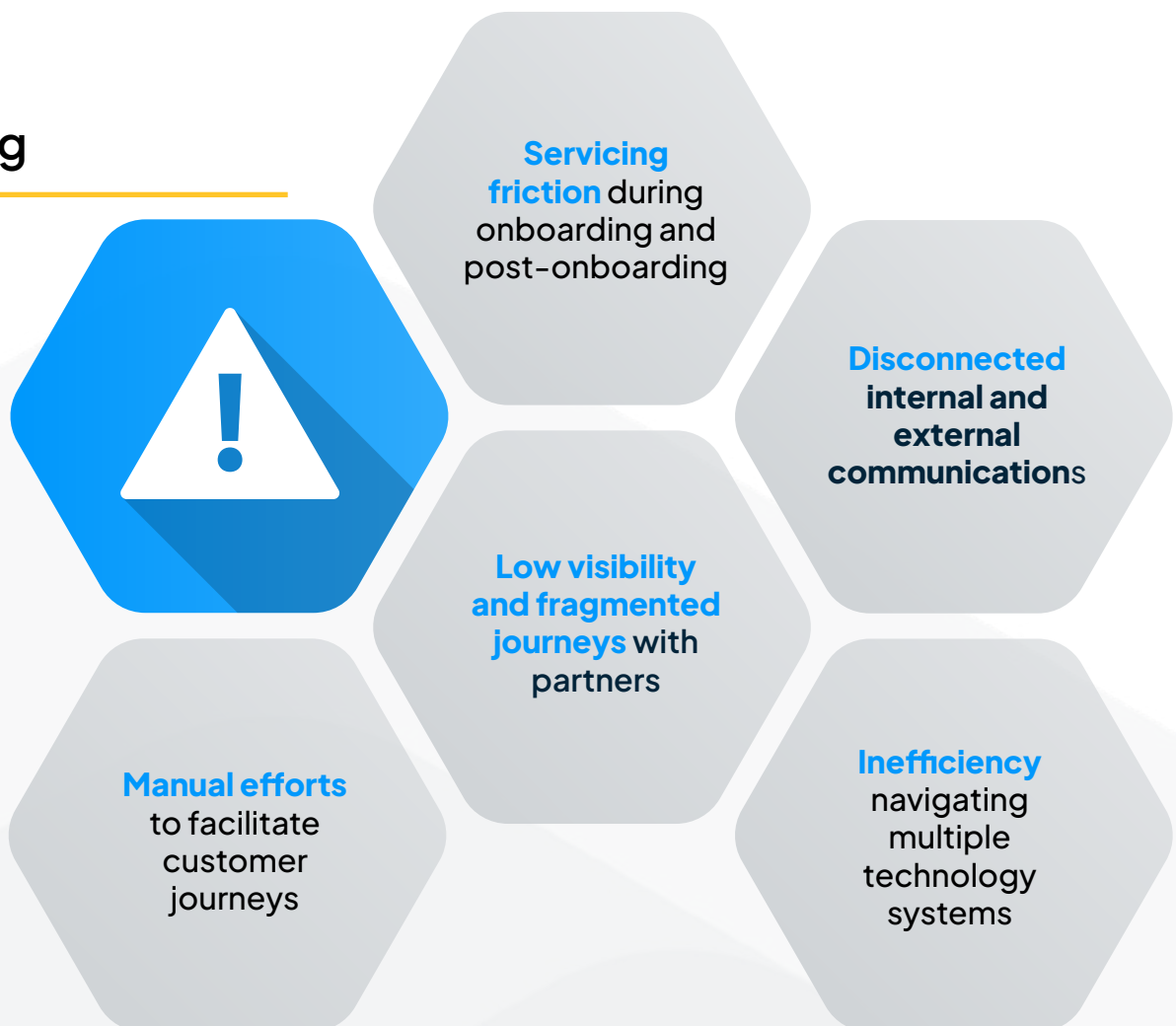**Looking for solutions to help with:** Ecosystem Collaboration Fragmented Customer Journeys

OvationCXM Products used: Full Product Suite

The Challenge

Like most financial institutions, KeyBank has been innovating to meet expanding customer expectations. By partnering with an ecosystem of fintechs, the regional powerhouse has fast-tracked its digital transformation. But KeyBank knew its small business customers were not receiving a consistent experience of the bank across products.

What they were facing

- **Servicing friction** during onboarding and post-onboarding
- **Disconnected internal and external communications**
- **Low visibility and fragmented journeys** with partners
- **Manual efforts** to facilitate customer journeys
- **Inefficiency** navigating multiple technology systems

Solution

KeyBank's Enterprise Payments group prioritized the customer experience for their SMB and Commercial customers through a combination of powerful banking and seamless digital servicing. OvationCXM's platform is the first CXM platform to connect internal systems, partner ecosystems and customer interactions across every journey without requiring any underlying re-architecture.

With OvationCXM, KeyBank is now able to:

| Deliver an enterprise view of clients | Connect data across systems | Prioritize and orchestrate customer requests | Orchestrate successful customer journeys | Deliver knowledge to associates quickly | Drive team efficiencies and better customer outcomes |

> ## "[Our] partnership allows KeyBank to provide small businesses with a superior overall experience in conjunction with a best-in-class merchant processing solution."
>
> **Jon Briggs**
> Head of KeyBank Commercial
> Product & Innovation

Results

Top-Line Growth	Happy Customers & Employees	Visibility & Communication	Churn & Attrition
26% ⌄ Operating Costs	**60%** ⌃ NPS Scores	**25%** ⌄ Call Volumes	**20%** ⌄ Attrition
10% ⌃ In Revenue	**50%** ⌃ Employee Satisfaction	**75%** ⌃ Service Visibility	

Want to learn more about how OvationCXM can work for your organization?

Learn More