

A national bank turned to Chatmeter to elevate its CX across all locations

According to an article about online reputation in banking, reviews influence 85% of consumers in their search for a local financial institution. This is why one of the top-ranked banks in America partnered with Chatmeter to increase online visibility and improve the customer experience across hundreds of branch locations.

The challenge

Trust is everything in finance. Creating that trust starts online with accurate multi-location data and quick review response. The bank understood that its customers expected fast, accurate online information, backed by intelligent mobile technology, and personalized experiences. They wanted to uplevel their online presence by:

- Improving accuracy across all branch listings to build trust among consumers and search engines
- Generating and tracking customer reviews to analyze trends and customer service deficiencies allowing each branch to improve overall CX
- Implementing an easy-to-use and engaging marketing strategy that differentiated itself from competitors and improved online visibility

The solution

The bank went looking for a high-quality and effective local SEO solution that would allow them to improve their branch listing accuracy and increase online visibility.

They settled on Chatmeter because the all-in-one platform made it easy to manage listings and identify, escalate, and respond to every review allowing them to act on customer feedback and improve the overall customer experience.

The results

After six months with Chatmeter, the bank saw a significant boost in their online visibility, listings accuracy, and search ranking metrics:

- Response rate improved by 800%
- Total # of reviews increased by 53%
- Page-1 rankings increased by 304%
- 99+% listing coverage and accuracy
- Google rating increased from 3.0 – 4.0

Key challenge

Improving their online listings management and delivering better CX for their customers

Chatmeter products used

- Listings management
- Reputation management

Benefits

800%

Increase in review response rates

304%

Increase in page-1 rankings

53%

Increase in numbers of reviews

The average online review response rate for financial services brands slots in at a low 12%

“We are extremely satisfied with Chatmeter. We’re now able to respond to more reviews and keep our listings accurate.”

– Sr. Marketing Manager