# Digital onboarding for today's account holder.

A combination of content strategy, automated communication and account holder feedback — SpringBoard makes the most of a unique opportunity.

First year account holder attrition rates can be as high as 40% at some financial institutions.* Don't let that time slip by without making the most of the opportunity to connect, learn from and extend your relationships with new account holders.

The SpringBoard program from Harland Clarke Digital allows financial institutions to establish and maintain a valuable line of communication through the email channel by distributing high-quality, relevant content that benefits account holders. Through automated campaigns and managed monthly newsletters, you'll be able to cross-sell
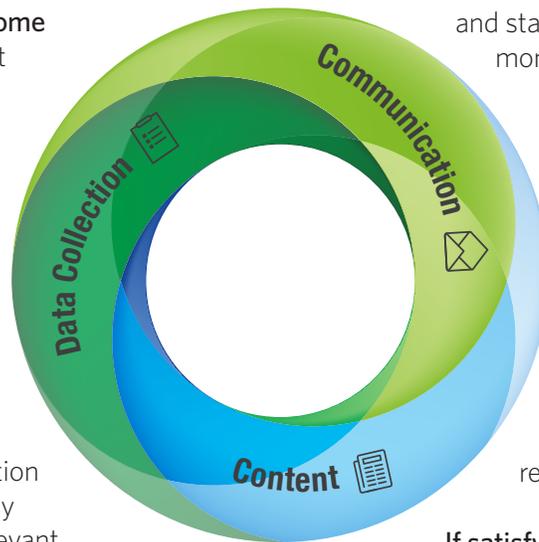
additional services, improve financial literacy and stay top-of-mind during the first 12 months and beyond.

Since engaged account holders are more likely to provide the type of valuable feedback that can help identify issues with processes or service, SpringBoard also incorporates online survey invitations at strategic points throughout the program to gather data for analysis by HCD research experts.

If satisfying account holders, increasing wallet share and mitigating attrition is critical to your financial institution, launching SpringBoard could be exactly what you need.

Onboarding campaigns see higher engagement rates than any other type of financial email, according to Harland Clarke industry benchmarks.

SpringBoard: You can set it and forget it — *your account holders won't.*

- Automated, multi-touch email program for new account holders
- Monthly email newsletters
- Dynamic cross-sell messaging

- Educational content written by financial experts
- Ready-to-use email templates
- Online survey mechanisms designed by research experts

- Internal alerts for low satisfaction scores
- Quarterly data analysis with recommendations

Interested in learning more? Contact Harland Clarke Digital today!

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