

Three Quick Tips for Delighting Your Account Holders

Tip #1: Provide excellent customer service to your customers AND your employees

Good leaders must lead by example. How well you treat your employees will have an effect, positive or negative, on how your employees treat your customers. If you strive to live each workday treating your employees with the respect that you expect them to provide for your customers, you will see in the long run, your good example will show your employees how to manage everyday interactions with your customers.

Along with treating your employees with excellent service, you should also instill in your employees the importance and value of providing commendable service to each person who walks through your doors. If your borrowers see that you go beyond to ensure their needs are being met, they will continue to do business with you.

Tip #2: Maintain credibility by addressing complaints promptly and sincerely

When it comes to conflict resolution, sooner is always better than later. When a borrower has a problem or complaint, don't put the issue off. Rather, deal with the problem directly, promptly, and sincerely. Listen to your customers and strive to exceed their expectations.

No institution is perfect, so when you receive negative feedback, turn it into a positive change. Your customers will recognize and appreciate the effort, due diligence, and energy you put forth in resolving their issues.

Additionally, remember your resolution needs to be sincere; otherwise, you risk exaggerating the issue at hand. Demonstrating to your account holders that you take their issues seriously enough to address them there and now will go a long way in helping to build lasting loyalty and trust.

Tip #3: Create an engaging digital experience for your borrowers

With the explosive rise in mobile apps and other smartphone technology over the past decade, User Experience (UX) design has become a critical tool in ensuring your borrowers can easily access, navigate, and enjoy your institution's online ecosystem. UX design seeks to optimize the interactions between human users and the products and services they use every day. This can include anything from buying snacks out of a vending machine to assembling IKEA furniture, but the term is most often applied to websites, apps, and, for financial institutions, online payment portals.

Did you know that investing in UX during a project's concept phase reduces product development cycles by [33-50%](#)?

UX design encompasses far more than the aesthetics of a digital banking product. It's about creating an experience that delights the end-user of that product. If your borrower logs on to make their auto loan payment, the sign-in process is a breeze, the layout of your site is pleasing, they're able to make their payment, and a payment confirmation immediately appears on their phone or inbox, they're going to leave with a positive impression of your institution. This means, when you engage these borrowers to offer further products and services, they'll be more likely to respond favorably to your brand.

The main takeaway from this blog post is to not take your current account holders for granted. They are the source of your income, and hopefully, the source of many referrals. By creating a service-oriented culture at your financial institution, you can earn the trust and loyalty of your borrowers and keep them coming back repeatedly for all their financial needs.