

Creating a Customer-Focused Jump Page

FirstMerit updates its check-ordering website to promote security, reliability and name recognition

Situation

FirstMerit, a financial institution client of Harland Clarke with more than \$10 billion in assets, wanted to improve its online check-ordering experience and program profitability. A key goal was to promote the client's brand while providing customers with more helpful information about self-service online check ordering. Harland Clarke approached FirstMerit to ensure the client was in alignment with best practices for linking between financial institution and self-service check-ordering websites.*

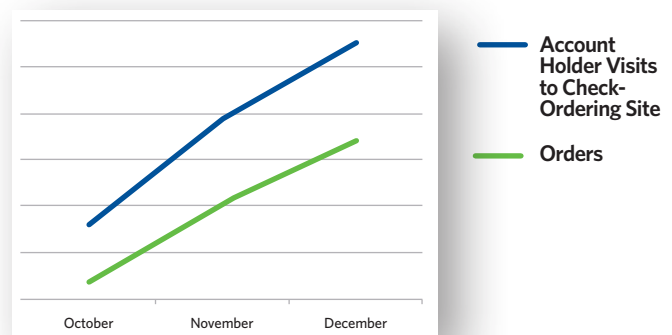
Action

Harland Clarke's e-Commerce Marketing team found that FirstMerit's existing website did not have a "jump page" to inform customers they were being transitioned to a vendor partner's website for check ordering. Based on audits of the ordering site, internet usability studies and best practices attributed to higher channel usage for check ordering, Harland Clarke recommended the following actions:

- Create a jump page for check ordering
- Use bulleted text that conveys the internet channel's value proposition, key benefits and trust-building elements
- Give the information that is necessary to order checks and convey the availability of more than 50 popular designs
- Promote the use of online banking for check ordering due to increased security and features
- Provide directions for customers not using online banking to order checks
- Link to the check-ordering website page that shows customers how to read their routing and account number combination used for identification
- Update website search functionality to enable customers to find the jump page easily

Results

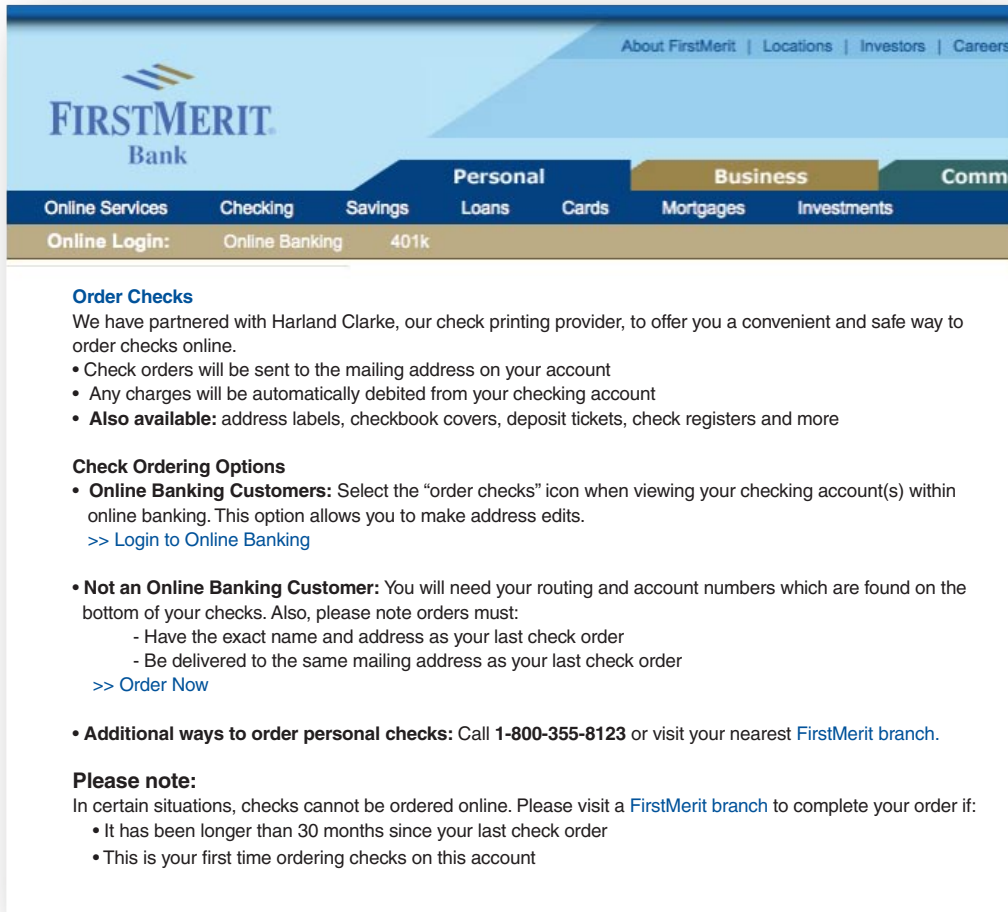
FirstMerit implemented a new jump page comprising the information necessary to order checks. The page first promotes the use of online banking for check linking, and it provides customers with the option of calling a toll-free number. The page also informs customers how their orders will be shipped and charged to their accounts. FirstMerit's website now shows the jump page as the first search result for certain keywords, such as "order checks," "reorder checks" or "checks."



Statistically, when comparing October 2008 with December 2008, the number of visitors originating from FirstMerit's website (not going through online banking) increased by more than 200 percent. The number of online banking visits did not decrease, yielding an incremental increase in customer visits and check orders through the internet channel. The site conversion rate during the same time period improved by 170 percent. These numbers indicate that FirstMerit's jump page was not only being used by more customers, but it also led to more orders at an increased acceptance rate.

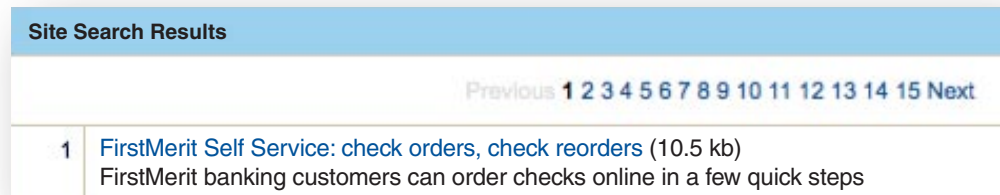
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*For more information about online self-service ordering best practices, visit harlandclarke.com/dv/2008/09/01.



New Jump Page

The image at left shows the content of FirstMerit's jump page.



Search Results

The image at left shows the jump page as the *first* search result for certain keywords on firstmerit.com.

Solution

Harland Clarke has a dedicated e-Commerce Marketing team that is focused on helping you promote your brand and successfully utilize the internet channel. For more information about best practices for internet linking and check ordering, contact your Harland Clarke account executive.