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THRiVE Chequing Account makes a big impression

THE CHALLENGE

ING DIRECT is a different kind of bank. It doesn't have bricks and mortar bank branches, so ING DIRECT is very comfortable interacting with its customers online and by telephone.

It's no surprise that social media was an important focus for this innovative financial services company. In fact, ING DIRECT has been at the forefront of social media usage in the financial services industry since 2007. Today the company speaks to customers and potential customers across a number of social web channels. ING DIRECT's biggest social media challenge was being seen as more than "just a bank". They strive to be transparent and genuine in their communications. This approach has been key to building a vibrant community of ING DIRECT "Savers."

THE APPROACH

THRiVE Chequing is an online no-fee daily chequing account that actually pays interest. Over 22,000 ING DIRECT Clients took part in the product's preview, with their feedback directly influencing the final offering. In addition to the bank's web site, they gathered customer insights directly through Facebook and Twitter. ING DIRECT believes strongly in asking for feedback, a great proactive way to get or keep the conversation going. It gathered many valuable suggestions for THRiVE Chequing, including increasing the number of free cheques and increasing the number of bill payees.

But ING DIRECT doesn't stop asking for feedback. "The feedback from our Clients helps drive our promotions and lets us better understand what our Clients want and need from their bank," says Gloria Chik.

Another key to ING DIRECT's approach is ensuring they have the infrastructure to support it. This includes human and technical resources needed to listen and engage as the scope and scale of the conversation increases. They are always prepared to meet expectations of timeliness and responsiveness.

THE RESULTS

The THRiVE Chequing product has become a major success for ING DIRECT. The campaign has to date attracted over 40,000 active THRiVE-ers and that number just keeps growing. The campaign has had over 5 millions impressions on social media sites and over 100 million traditional media impressions. Blog posts covering the THRiVE Chequing public launch were read 53,000 times and #THRiVETASTIC was mentioned online to an audience of over 3.6 million users.

With numbers like this it is easy to see that ING DIRECT has found the right channels to reach their customers. And with the THRiVE Chequing campaigns success fresh in their minds, ING DIRECT looks to the future with plans to continue this momentum with other projects.

