



Powered by Infusion

## CLIENT SUCCESS STORY

**\$1.1m**

Deposit  
Growth

**10.4%**

Response  
Rate




**\$18**

Cost Per  
Response

## CUSTOMER ONBOARDING



Baker Hill *Powered by Infusion* successfully implemented a robust customer onboarding program aimed at enhancing customer retention and profitability for a \$2 billion financial institution. The initiative targeted over 7,000 new households, guiding them through a comprehensive onboarding journey over a period of two and a half years, resulting in significant outcomes:

-  Achieved a noteworthy \$1.1 million increase in balances, boosting financial stability.
-  Successfully added \$1.6 million in loan balances through improved loan initiatives, supporting economic growth.
-  Witnessed an increase of 1,400 new accounts and services, indicating enhanced financial engagement and expansion.