

Percussion in Financial Services

Percussion powers great customer experiences across the financial services industry

Your physical locations are no longer the center of your customer experiences. Consumers are evaluating online experiences to determine their financial partners of choice, whether we're ready for it or not! That means the demands on our websites are more critical than ever.

These new demands require a totally new approach to website management:

- Traditional advertising is less and less effective. You must leverage search engine optimization to attract new customers by allowing frequent content updates from many content contributors.
- The ability to present a strong, unified brand identity across multiple locations, product and service lines, or decentralized organizational structure is essential to building loyalty and customer retention.
- While we can't predict what devices any given customer will use for a particular transaction, we do know that mobile access must be expected. 51% of smartphone users have used mobile banking in the past 12 months, including making payments, submitting a deposit, checking balances, and comparison shopping.¹
- Total confidence in your data security is essential. The ability to safeguard content and meet internal and external compliance standards is as critical as mobile friendly design for building a solid reputation that customers can trust.

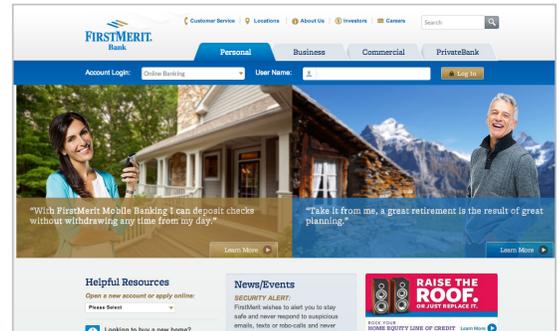
Right now your head might be spinning. Responsive design, frequent content updates, data integrity and a unified brand across all customer touch points sounds unsurmountable. Have no fear. With the right content management system you create a foundation for remarkable online experiences that go far beyond a one-time face lift.

Partner Spotlight



By teaming with our partner Evergage you can leverage real-time web personalization to improve upsell/cross sell efforts on your website.

¹ Consumers and Mobile Financial Services 2014 by Board of Governors of the Federal Reserve System March 2014



FirstMerit Bank's Journey to Integrated Customer Experiences

FirstMerit Bank had built a reputation for creating great experiences for its customers, but having an outdated CMS prevented them from carrying that experience into online media.

With Percussion CMS, FirstMerit Bank successfully rejuvenated their website, re-launched the brand through the website redesign partner Boston Interactive, and empowered their marketing team to update the website in real time, all while complying with banking industry regulations.

The new FirstMerit website combines interactive content and online tools to serve as valuable resource for current members as well as prospective customers. The homepage features four dynamic slides that automatically rotate to showcase personality of the FirstMerit team through vibrant photography.

[Read more about FirstMerit's journey on our website.](#)

Customer Stats

"Branded keywords showed visits increasing as well as organic visits increase by 29% week over week."

"The organic search bounce rate stayed flat at 21%, while increasing user engagement."

"Cost per conversion decreased, reporting at \$631, 6.24% lower than the previous week."

Website Content Management Gives Visitors a Seamless Experience, But Only With the Right Foundation

While embarking on efforts designed to support their strategic plan, many financial institutions run into some common roadblocks.

- Inability to get content to the web quickly, while maintaining necessary controls over publishing processes
- Lack of integrated tools to assist with overall website compliance
- Inability to audit and track editing of content updates to the website
- Major shortfalls in “out of the box” tools for website governance
- Inflexible templates that make content presentation a major headache

Many web content management (WCM) systems require technical skills to create, approve, and publish content, and custom coding to implement data governance policies. These systems are expensive to maintain, difficult to support and upgrade, and don't keep pace with rapid changes on the web.

Percussion in Financial Services

Percussion makes it easy for the best financial services organizations to understand who their customers are and work hard to cultivate those relationships online.

Financial institutions using Percussion CMS are able to:

- Create engaging websites and scale their digital marketing
- Ensure compliance with all data governance requirements
- Easily integrate with existing applications
- Automate search engine optimization
- Deploy websites in a highly secure architecture
- Maintain consistent branding across any number of websites and microsities
- Easily migrate to mobile-friendly responsive templates

Featured Customers



About Percussion

Percussion Software makes it easy and affordable for financial services organizations to create, publish, and share content that drives web traffic, engages visitors, and looks great on any device. Percussion customers love our unique coaching program, drag-and-drop editing, built-in blogs, responsive mobile templates, SEO tools, and fast migration with LiveFirst. Leading customers include FirstMerit Bank, the U.S. Social Security Administration and Ceridian. To learn more, visit www.percussion.com or follow @Percussion on Twitter.



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