

# From Stretched to Strengthened

Insights from the  
Global Chief Marketing  
Officer Study

## First Tennessee Bank

Marketing comes “full circle” to boost campaign ROI

more than  
**600%**

increase in ROI on outbound  
marketing campaigns

First Tennessee Bank had an extensive data warehouse of customer information generated from multiple touch points, but deriving meaningful insights from all that data was a challenge. With six different home-grown sales and CRM systems that produced spotty feedback on leads, and no event-driven capabilities, First Tennessee knew it was missing opportunities both to connect with customers and more accurately measure campaign ROI.

By integrating its CRM solution into a single system, First Tennessee now gets real-time updates, custom triggers and analytics that create relevant offers, which can be viewed through a single dashboard. This new “full circle” marketing approach is a combination of database marketing, sales force automation, CRM, and e-commerce rolled into one. Analytics help predict customer attitudes and behavior to better target its marketing efforts. Campaigns are now fine tuned to assist cross-selling of checking accounts, saving accounts, CDs, and home equity lines of credit across all channels.

For example, an unusually large deposit can trigger an alert that a high-priority lead needs attention. The system can identify potential customer needs, based on the availability of additional funds and the customer’s profile, and populate the agent’s dashboard with the best fit of products and services for that customer’s portfolio. The resulting courtesy call by a banking relationship manager can intercept that customer shopping for possible investments vehicle, boosting the response rate of the bank’s telemarketing efforts

The results of the new First Tennessee system have been dramatic: an increase in customer contact rates of over 85 percent in some lines of business, a response rate of more than 8 percent and a remarkable 600 percent increase in ROI on outbound marketing campaigns, which the bank can now calculate with confidence.

For more information about the IBM Global CMO Study, please visit [ibm.com/cmstudy](http://ibm.com/cmstudy) or send an email to the IBM Institute for Business Value at [iibv@us.ibm.com](mailto:iibv@us.ibm.com).



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October 2011  
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