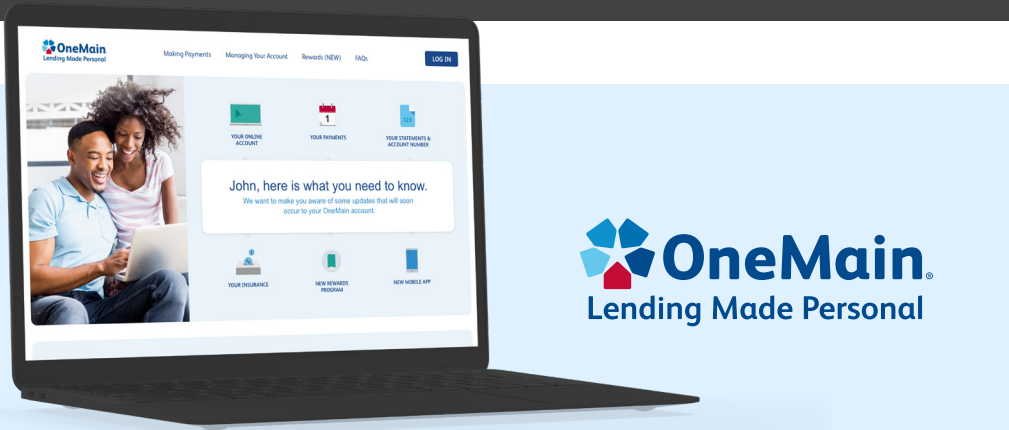# Transitioning platforms, seamlessly

Challenge

How do you keep payments coming in on time, and call center volume down, when upending millions of loan customers' banking experience?

Solution

By clearly communicating upcoming platform changes in a highly personalized way.

When Springleaf Financial purchased OneMain Financial, OneMain customers' loans were migrated to Springleaf's (now branded as OneMain) legacy web platform, which operated very differently than the one they had been using. The client wanted to ensure that there was a seamless transition, with no decrease in loan payments, and no big increase in calls to the call center. Together with the client, we saw the need to create a simple yet compelling campaign that communicated the differences in a way that felt personal and helpful.

The first step was to create 1.2 million personal URLs (PURLs), one for each of the existing OneMain customers, that took them to a custom microsite. Each URL and microsite was personalized with their name to create a heightened sense of importance, but in reality the microsites had had the same content for everyone, including how to read their statements, encouraging them to set up new autopay schedules, and information on a new rewards program. A series of emails drove them to the microsite and helped keep the transition timeline front-and-center and prepared customers for when the new platform was going live.

Results

The customer transition was fundamentally seamless. Call center volume was dramatically below anticipated and, most importantly, there was no drop off in customers' paying their loans on time.

Services

Emails
Landing pages / PURLs
Messaging

Like to learn more? Call (302) 384-6494 or email us at connect@shiny.agency