

# Labe Bank

## A Case Study

**By executing a more cohesive online customer experience, Vox helped support a new branding strategy and substantially increase the assets of a growing local bank.**



### Background

Labe, an established, mid-size, urban bank lacked a cohesive online experience for its customers and prospects in the midst of a new branding campaign. Labe was also attempting to broaden its demographic market toward a geographic audience by focusing on community outreach.

### Problem

Labe Bank's website was outdated, inconsistent, and most importantly lacked the look and feel of the bank's new branding strategy. These problems and others contributed to an overall disconnect between Labe and their most important possession—their customers.

### Vox Solution

We restructured and redesigned a new customer-centric website. We also aligned the online experience with the bank's recently developed branding strategy which centered on:

- a commitment to the customer;
- a more casual, friendly experience and;
- an above-and-beyond call to service that exceeded customer expectations.

To further tie Labe to the community and also emphasize the importance of the customer, we incorporated testimonials and real images of various neighborhood customers.

### Result

A warmer, logical, more personalized site that extended the brand images of performance excellence and customers first. The site supported the growth of Labe's customer base while strengthening current user relationships. In conjunction with the bank's new stronger brand identity, the site overhaul contributed to the bank's **major leap in assets** just years after completion.

#### About Vox

As a committed consulting firm, we've developed strong client relationships by building a solid foundation of people who care about their work and creating an impact. For you, that means honesty, a common dialogue, and expectations delivered. The integrity to always do what's right for our client – and their customers – defines who we are.

#### CONTACT VOX

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