

# Provident Bank: Driving Customer Engagement with Digital Learning

## ABOUT

- **State/Region:** New Jersey
- **Asset Size:** \$12 billion
- **Years in Business:** 180+ years

Provident Bank provides free digital financial education to meet customers' needs and build trust in real-time—from homeownership to retirement preparation with Achieve, along with a K-12 financial wellness program and a virtual educational workshop series all powered by EVERFI.

## CHALLENGES

### Adapting During the COVID-19 Pandemic

As the pandemic took hold of communities across the United States, Provident Bank realized that they needed to act fast to impact families in their region.

Provident Bank worked with EVERFI to uncover new ways to distribute their K-12 education, Engage seminars, and Achieve adult education to ensure customers and their families had the vital resources they needed to navigate uncertain financial times.

In particular, Provident Bank utilized EVERFI's marketing toolkits, digital learning portals, and virtual workshops to drive awareness and help open access to learning in the "new normal" digital-first landscape. Furthermore, Provident Bank implemented best practices to better surface learning resources on their website and equip employees with vital information on the free resources.

### Increasing Employee Engagement

Provident Bank needed ways to showcase its educational resources as a competitive edge in an increasingly competitive digital landscape.

One key area that Provident Bank sought to improve was engaging their employee base to share information about products and services and the education the bank offered on each topic.

To impact this challenge, Provident Bank has been using EVERFI's educational tools internally and externally, helping their employees gain the knowledge and confidence necessary to provide exceptional customer service to win new account holders and identify new opportunities.

### Expanding Program Growth

As part of their community initiatives, Provident Bank sought ways to improve their education impact numbers across students and adults.

To impact this challenge, Provident Bank paid close attention to the data coming in from their various EVERFI educational resources and working with their account manager to understand best practices to drive awareness and engagement.



GOING INTO COMMUNITIES AND EMPOWERING PEOPLE TO HAVE A BETTER FINANCIAL FUTURE IS WHAT EXCITES OUR EMPLOYEES. AS A TEAM, WE TALK ABOUT WAYS TO GIVE TAILORED EDUCATION THAT ALIGNS TO OUR PRODUCTS. FOR EXAMPLE, WE TRAIN OUR MORTGAGE DEPARTMENT ON THE EDUCATIONAL TOOLS AVAILABLE FOR THEM AND THE COMMUNITY. THESE TOOLS INCREASE THE LEVEL OF COMFORT COMMUNITY MEMBERS HAVE IN TALKING ABOUT THEIR FINANCIAL FUTURE.”



**Linda Mack**  
First Vice President,  
Program Manager of Investments and  
Vendor Relations

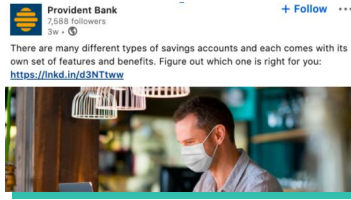
## HOW THEY DID IT

By partnering with EVERFI, Provident Bank has a trusted provider of stackable personalized content for the community at large as well as interactive learning for students in schools across the bank's footprint. To ensure the success of their programs, Provident Bank leverages the data and reporting features of their EVERFI financial education platform to make critical decisions on how best to support their customers and their families.



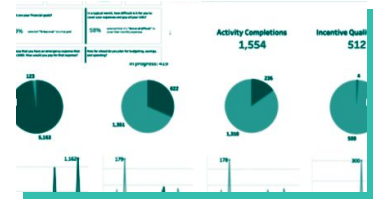
### Multiple Financial Education Resources

Provident Bank harnessed the power of a multi-resource approach to their financial education that would support each member of their community from adults to students. Resources included in-school resources aligned to state standards for teachers to use, digital financial education workshops to empower employees and customers, and playlist-style education for learners on the go. All of which captured data for Provident Bank to make decisions.



### Promotion through Digital Channels

Provident Bank received insights from their account manager on best practices to generate interest and awareness about their programs. They increased their social media engagement, while also sending out various press releases using EVERFI's marketing toolkit. These turnkey marketing resources enabled Provident Bank to publicize and drive site engagement to their Financial Wellness Center without extra cost.



### Customer and Learner Data

Usage of custom moments on Provident Bank's consumer website served as calls to action for bank offerings, and has allowed customers to digitally talk to a bank representative on particular topics of interest. Provident Bank has used customer data to tap into what their customers are clicking on to recommend personalized content.

## RESULTS



50%

50%

INCREASE IN TRAFFIC IN 2020 FOR FINANCIAL EDUCATION RESOURCES

3,300%

INCREASE IN SCHOOLS SPONSORED COMPARED TO 2012

8,535

MODULES COMPLETED

1,639

STUDENTS REACHED IN 2020

6,400

HOURS SPENT IN THE PROGRAM



EVERFI, Inc. is the leading education technology company that provides real-world education to learners of all ages through innovative and scalable digital learning. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, TPG Growth, The Rise Fund, Advance Publications, Rethink Education, and Rethink Impact.

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