

Customer Spotlight:

U.S. Super Regional Bank

About

U.S. Super Regional Bank



Industry: Banking & Financial Services



Founded: 1866



16,000+ Employees



HQ in Columbus, OH

Looking for solutions to help with:

Incomplete Customer Visibility

Ecosystem Service Provider Collaboration

Fragmented Customer Journeys

Product Suite in Use

Journeys

Ecosystem

CX Manager

Connectors: Salesforce, Fiserv

The Challenge

A U.S. super regional Bank is undergoing a major acquisition of a commercial-heavy peer and using orchestration to manage the migration of high-value treasury file transfers. By digitizing manual updates, the bank ensures that mission-critical financial flows - like payroll and wire transfers - continue without interruption for their most valuable clients.

Problems they were facing



High Risk of Churn

If file transfers fail during migration, these high-value clients are likely to switch banks.

Legacy Manual Bottlenecks

Migration tasks were previously managed via analog Excel documents and shared email inboxes, leading to high risks of payment failure and file rejection.

Resource Intensity and Complexity

Complex migrations for ERP-integrated clients can last 180+ days, requiring high-touch support.

The Solution

The bank implemented OvationCXM as its journey orchestration platform to digitize the end-to-back migration and ongoing management of file transfers. This solution included:

Digitized Standard Operating Procedures

Transforming manual 10-step processes for SFTP endpoints and encryption keys into automated journeys.

Phase Monitoring

Orchestrating specific stages such as file format validation, parallel file runs, and cutover weekend support.

Ongoing Infrastructure Support

Transitioning from one-time migration to continuous support for certificate renewals and encryption key rotations, including format updates and troubleshooting.

Expected Outcomes

By digitizing standard operating procedures, the team expects to eliminate migration risks and establish a durable, integrated support framework for their most complex clients.

Securing Client Retention

Protecting the most valuable, hardest-to-churn commercial clients by ensuring complete connectivity integrity.

Reducing Implementation Risk

Moving from manual inbox management to structured case management and automated workflows.

Durable Recurring Review

Establishing a permanent relationship based on monthly treasury fees and per-file transaction fees.

By orchestrating the complex file transfer for the bank's acquisition of its commercial peer, OvationCXM helped ensure mission-critical financial flows remained uninterrupted, moving the bank from manual inbox management to a structured, scalable infrastructure. In doing so, the bank is securing its most valuable commercial clients by providing the specialized support and visibility required for a successful transition.