

 BancVue BancVue.

## Industry:

Financial Services & Insurance

## Technologies:



## Customer

BancVue is a provider of innovative products, world-class marketing, and data-driven consulting solutions to community-based financial institutions across the United States. BancVue products are designed to deliver controlled growth for new accounts, higher profitability, and increased customer retention. Today, serving nearly 700 community banks and credit unions across the country, BancVue is empowering its clients to compete in and win the war against megabanks.



## Challenge

BancVue is an existing user of Marketo and required Eagle Creek to do the following for a number of their Financial Institution customers: provide experienced Marketo Consulting resources to work onsite and remotely; assist in the implementation of Marketo Workspaces and Partitions; and implement new Programs, Campaigns, Landing Pages and email Templates for their new programs.



## Solution

Eagle Creek conducted a Discovery workshop to determine the detailed requirements and then created a project Blueprint Design for the BancVue B2B team. We established the necessary integration with the SugarCRM and set up the appropriate Lead Assignment Rules, Lead Alerts, and Lead Scoring. Our team also created Outbound Programs using Marketo and implemented any daily or weekly reporting needed for tracking the statuses of their programs. The project was implemented using resources both onsite and located at the Eagle Creek Technology Centers.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

Contact our sales team at <https://www.eaglecrk.com/contact-us>