



# Citibank Mortgage

## BACKGROUND

Citibank wanted to improve retention rates on their mortgage customers. They reached out to GRI to create a program to address this requirement.

## SOLUTION

GRI created a monthly mailing program that showed the client how much they could save by refinancing with Citibank.

## RESULTS

The mailings exceeded Citibank's retention goals for the year and GRI was awarded another yearly contract.

## ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers. Visit us online or call **203.261.3337 x 111**

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