

## Voice of the Customer Helps Bank Deliver Best-In-Class Service “All Day Long!”

### Real-time data

*enabled managers to quickly recognize and reward teammates*

### Actionable data

*enabled bank to focus on areas of success and improvement*

### Best-in-class insight

*provided direction for improved service standards*

#### BACKGROUND

BrandBank set out to establish a superior service culture that would distinguish them and expand their competitive advantage in the marketplace. They named this initiative “Brand Strong” and their rallying cry of “Brand Strong, All Day Long!” voiced BrandBank’s service standards and expectations for both teammate-to-customer and teammate-to-teammate interactions. Brand Strong also set standards and defined responsibilities for how BrandBank would engage with the community at large.

#### CHALLENGE

BrandBank realized the internal management of customer satisfaction data was problematic. They were unable to compare their customer service performance with other banks, or to understand what a best-in-class score might look like. They used in-house DIY survey tools to launch various surveys, but the data management was completely manual and time-consuming. And there was still the problem of what to do with it. Nothing about the data they amassed suggested how to make it actionable.

*“As the digital channel continues to get more advanced, we had to get more advanced in how we talk to our customers and how we serve them,”* said Richard Fairey, President and Chief Operating Officer at BrandBank.

## SOLUTION

In Voice of the Customer (VoC), BrandBank found a solution to not only gather and provide insight for their customer experience data, but help transform that data into actions that would produce measurable results.

Voice of the Customer gathers, measures, and interprets feedback from every touchpoint — branch, web, and call center — for every experience — new account opening, lending, business banking, and daily interactions. With real-time feedback and analytics, BrandBank was able to quickly see how their institution was performing in key areas, such as Net Promoter Score® (NPS®), overall experience, loyalty, and employee performance.

*“The Voice of the Customer program has helped us gauge how well we were delivering on exceeding customer expectations,”* said Towanna Johnson, Retail Sales and Service Manager.

BrandBank credits VoC’s on-site training and development program, real-time reporting, ongoing support, quick response times, benchmarking/market intelligence, and expert matching of learnings to behaviors as key drivers of their customer experience efforts.

## RESULTS

For the first time, BrandBank received results in realtime, enabling managers to recognize and reward teammates for desired behaviors without delay, and quickly and effectively coach areas of improvement.

As VoC began to deliver data in a more actionable format, BrandBank was able to focus on their existing customer base to discover areas where they were excelling, and areas for improvement. “As we received branch and department data, we could make changes through training and other mechanisms to ensure customers were receiving the best possible service,” Fairey said.

*“The Brand Strong culture is still going strong, and Voice of the Customer has been a critical part of our success,”* Johnson said.

*Many variables impact success. The information and claims contained within this case study are provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant a particular level of program success.*

Learn how Voice of the Customer can provide your financial institution with the actionable insight needed to deliver best-in-class customer service.

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