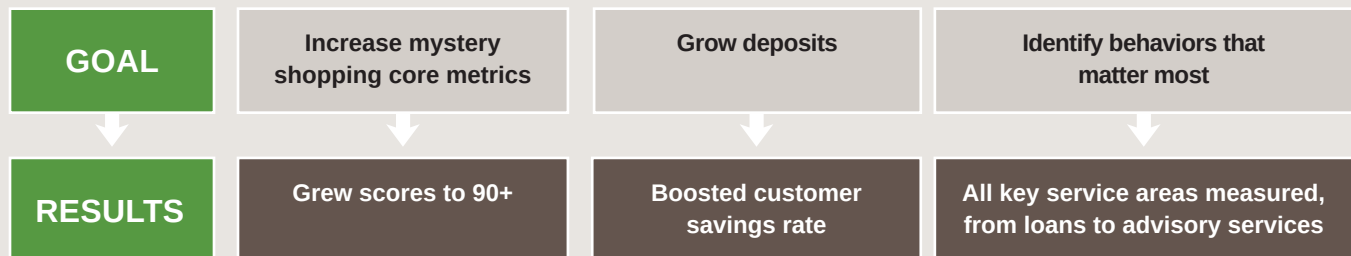


Banking

Maintaining high levels of service is money in the bank for financial institution

KEY RESULTS



OVER THE LAST SIX YEARS, ONE OF THE WORLD'S LARGEST banks has worked with Market Force Information® to gain a comprehensive, unbiased view into its operations with quarterly mystery shops at branches throughout the United States and Canada. The ongoing insight at both the branch and executive level combined with action-oriented sales training has resulted in consistently high-ranking scores and increasing financial returns.

ESTABLISHING THE RELIABLE LOCAL EXPERIENCE

With the financial crisis of 2008, consumers have lost some of the confidence they once had in their banks. One leading international bank has maintained its reputation for integrity and competence despite contrary industry trends. With 600+ branches and millions of customers within North America alone, the bank also maintained its customer loyalty with its ability to provide quality service throughout its global operations. This came with both a company-wide commitment to excellence and a process for operational review that could evaluate employee interactions with consumers across the enterprise, and create branch-level action plans for improvement where necessary.



IN-BANK SERVICES STILL MATTER

This banking powerhouse enlisted Market Force® to provide executives with a complete picture of its customers' experiences at branches throughout the U.S. and Canada. With more than 400,000 independent contractors, Market Force was the eyes and ears these executives needed to maintain quality of service across all branches.

Market Force's mystery shopping encompasses all consumer-facing parts of the business including tellers, mortgage sales, new account sales, financial advisors, and small business banking. Market Force tailors its audits based on the bank's varying demographics, and provides both in-person and telephone mystery shopping to review everything from customer service to transactional proficiency and wait time. This insight enables fact-based decision making. Branch managers can access the quarterly mystery shopping reports from Market Force through a customized web portal site, and they receive alerts whenever there's a shop enabling them to quickly assess their site-specific issues.

ARMED WITH TIMELY CUSTOMER EXPERIENCE INFORMATION, THE BANK IS GROWING ITS BOTTOM LINE

With a highly customized program that's been in place throughout the Great Recession, the bank's far-flung branches have been consistently earning mystery shop scores in the 90s, and the bank continues to raise the bar for excellence of service and is always improving its staff training.

Providing this level of customer service reinforces loyalty and produces—quite literally—money in the bank. According to a Lariviere banking study, “every one percent increase in loyalty intentions is associated with a 17 percent higher likelihood of repurchasing.” This bank is no exception, with its growing deposits and financial performance.

Key Benefits

According to a JD Power study, banks can increase incremental deposit growth by three percent annually with only a 5 percent increase in highly committed customers.

Driving Results

The North American operations consistently run scores in the 90s with every quarterly Market Force mystery shop. And the bank has driven record profits.



Thought Leadership

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