


Presentation materials and video replay will be provided within one week.

Have questions? Use the questions panel  – we'll field them as we go and during the Q&A recap at the end of the call.



Taking the Mystery Out of the Customer Experience

Today's Panelists



Linda Schrock

Research and Mystery Shop Director, Harland Clarke



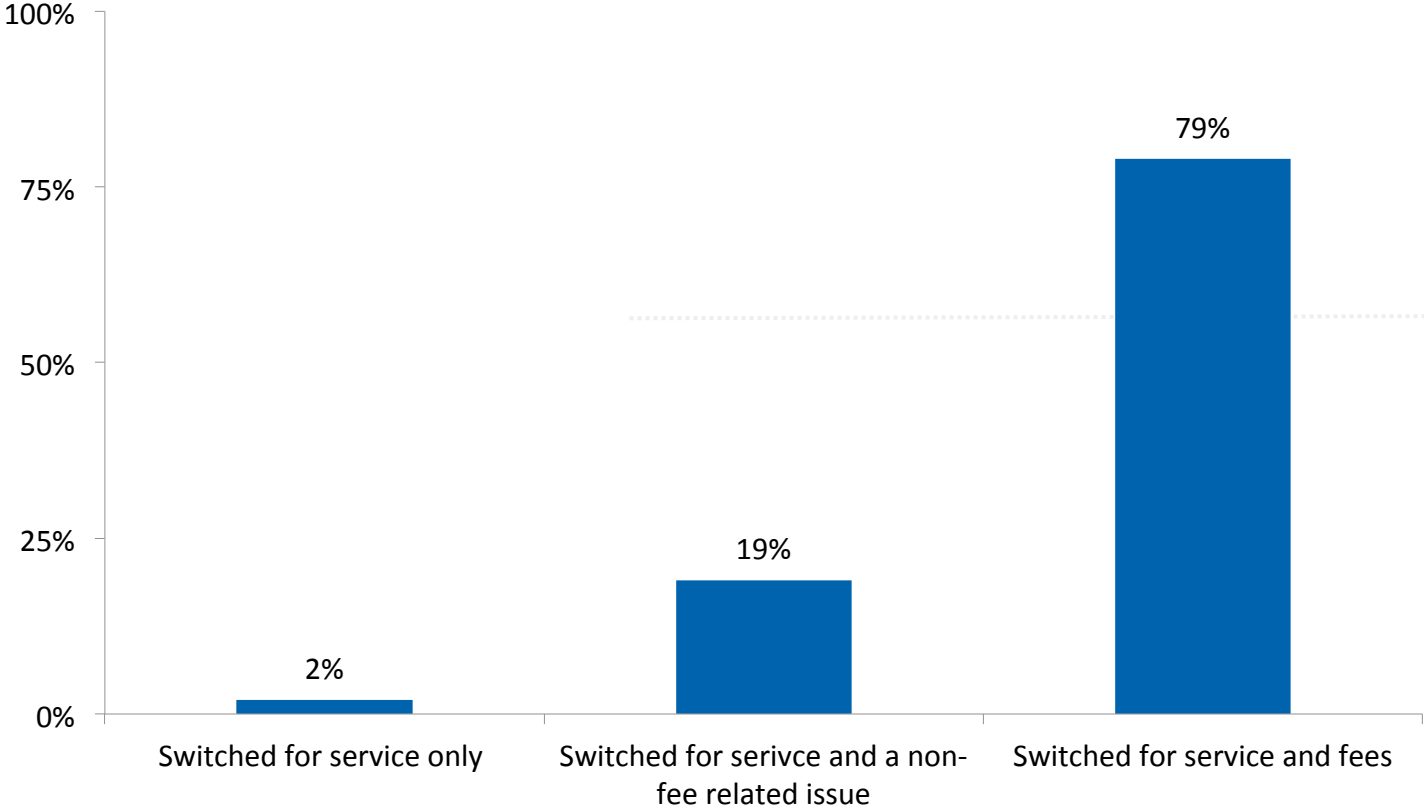
Stephen Nikitas

Senior Strategy Director, Harland Clarke

Agenda

- Harland Clarke's Mystery Shop services
- Sample Peer-to-Peer/Competitive Comparisons
- EnGauge Reporting (Demo)
- Q&A

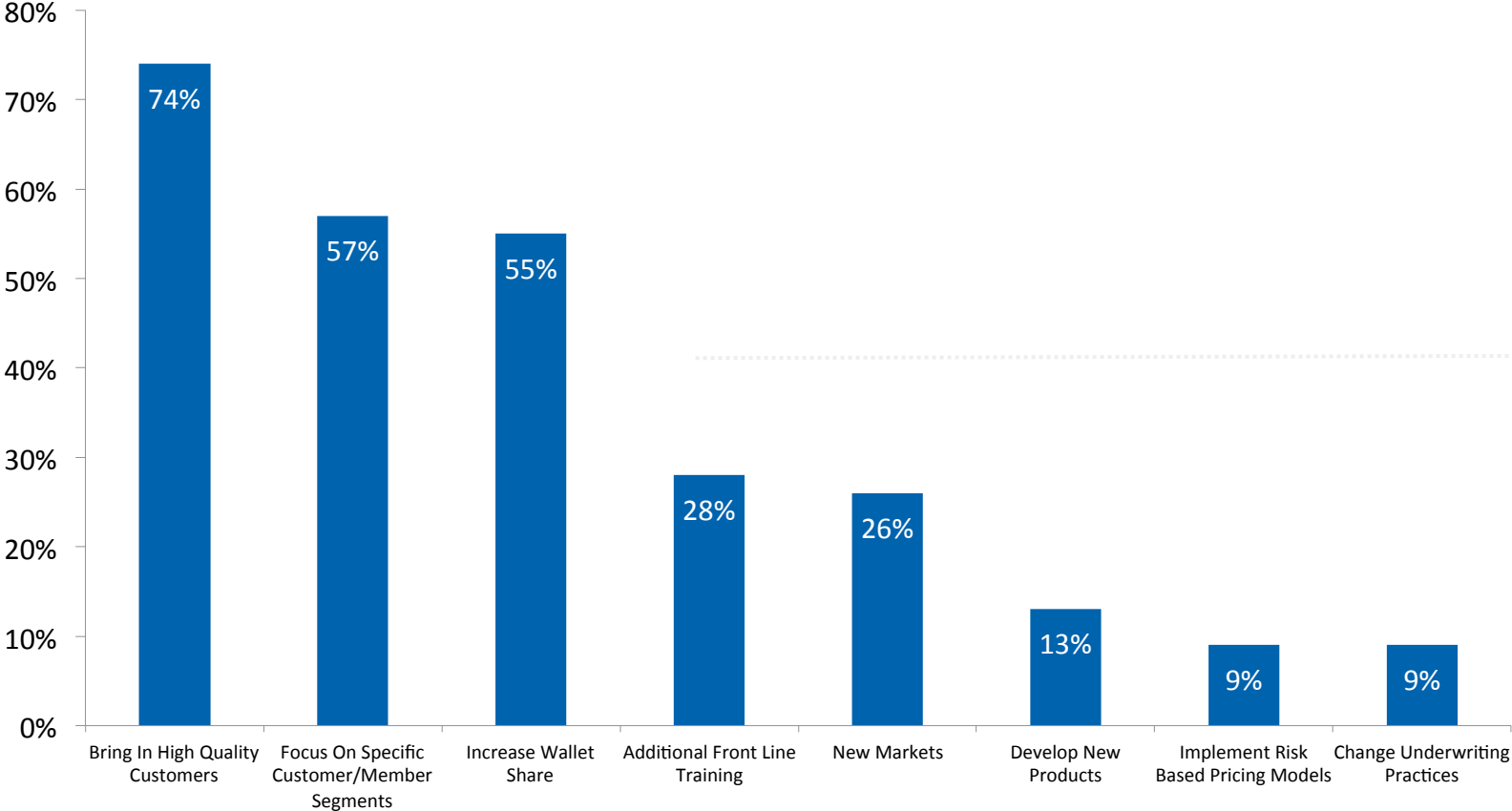
Why People Switch Primary Financial Institutions



Source: JD Power and Associates, *U.S. Retail Banking Satisfaction Study, 2012*

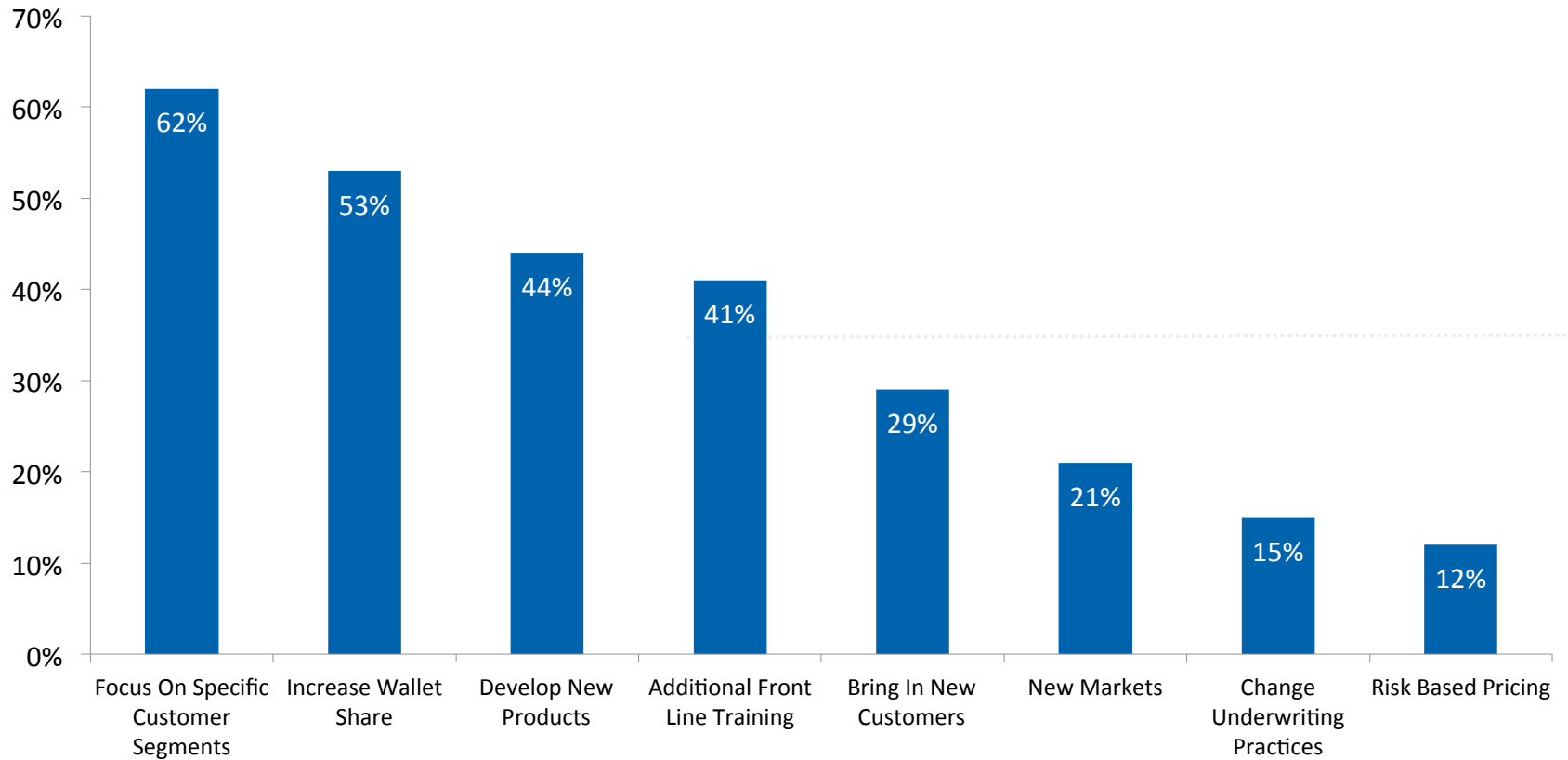


How Will Your Institution Grow Loans?



Source: BAI Research Studies for Solutions Providers

How Will Your Institution Improve Retail Performance?



Source: BAI Research Studies for Solutions Providers

Address Challenges With Mystery Shopping

Sales/Service

- Develop, implement, enhance or evaluate corporate culture
- Differentiate from other financial institutions
- Measure consistency in service delivery
- Compare performance against peers and competitors

Growth

- Retention and/or growth of the customer base
- Increase in product/service penetration (cross-selling)



Why Harland Clarke's Mystery Shop?

- **20+ Years Experience with Customer Experience solely within the Financial Services Industry**
- **Customized and unbiased** approach to service measurement
- Designed to **align with financial institution initiatives** and **objectives**
- **Detailed reporting and timely insights** delivered from professional shoppers
- **13,000+** Mystery Shoppers within the Harland Clarke database system – shoppers instructed on Sales and Service information
- **Consultation to take action** based on real data

Experienced, Professional Shoppers

- Shoppers recruited through the national MSPA (Mystery Shopping Providers Association)
- Three-to-12 months experience in shopping with financial institutions
- Community based
- Option to recruit from current account holders
- Training
 - Client focused
 - Understanding the organization
 - Shop criteria and scenarios
 - Service standards
 - Mystery Shop expectations and experience
 - Sales and service training
 - Understanding probing questions
 - Features and benefits
 - Cross-selling

Effective Evaluation Methods

Evaluations follow a sales and service format; individual questions may be fully customized to meet your specific needs

- **In-person/In-branch**

- Facility
- Teller
- Customer Service Representative

- **Telephone**

- Branch Calls
- Call center
- Back office calls

- **Website**

- Consumer-focused
- Ease of use, response time

- **Other Shop Services**

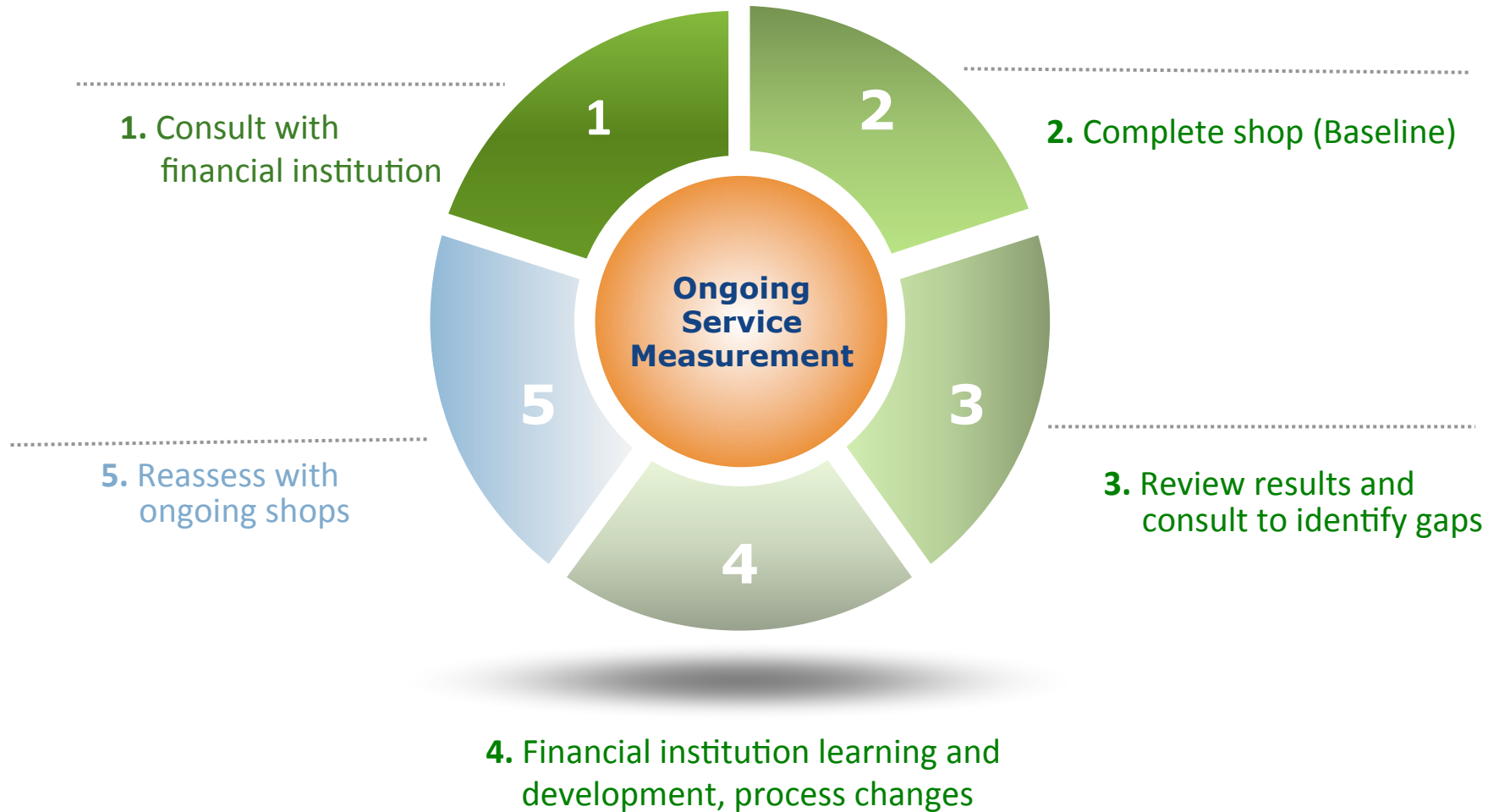
- New customer experience audit
- Competition shops
- Live chat

Mystery Shop Program Deliverables

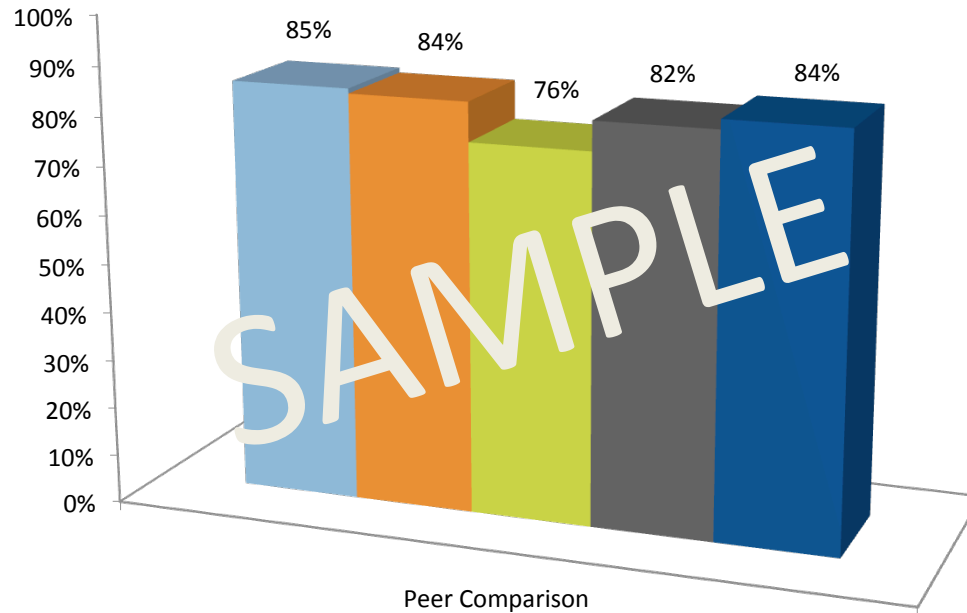
- Analysis of current skillsets among designated employees
- In-person branch evaluation and alternative delivery system feedback
- Measurement of sales process improvement
- Certificate of excellence for qualifying employees

+ Individual results available only to specific branch and staff member evaluated

Mystery Shop Service Implementation Process



Sample Peer-to-Peer Comparison



Sample financial institution's organizational overall score compared to four peer financial institutions

- Evaluation forms with the same type of questions
- Peer financial institutions chosen based on:
 - \$357M - \$519M in assets
 - 13 – 29 branches

Sample Competitive Comparison – Areas of Success

Sample leads in product knowledge, ability to establish credibility and direct customers to the right products/services.

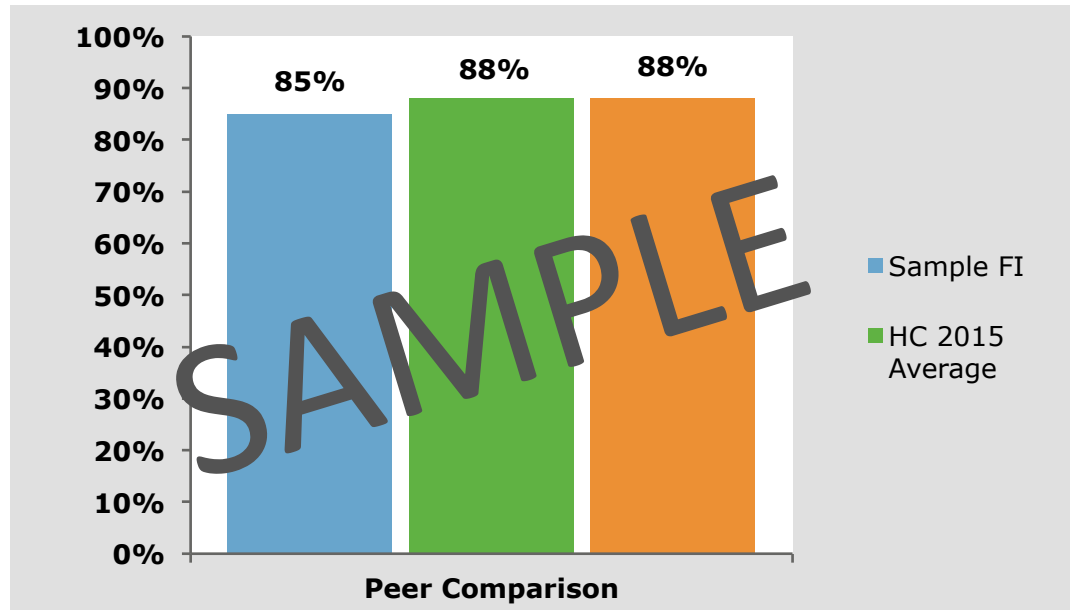
Questions	Sample FI	FI 1	FI 2	FI 3	FI 4
Did the employee have a positive attitude, smile, and offer a friendly greeting to build rapport?	100%	90%	100%	92%	92%
Did the employee use a request to serve statement?	100%	83%	67%	92%	86%
Did the employee listen to understand and acknowledge your inquiry?	100%	100%	100%	92%	100%
Did the employee describe the features of the product so that you understood?	100%	100%	100%	92%	94%
Did the employee describe the benefits of the product so that you understood?	95%	60%	83%	85%	76%
Did the employee cross-sell products and services based on your stated needs?	95%	73%	58%	85%	90%
Did the employee thank you for coming in or offer a positive closing statement?	100%	93%	92%	85%	90%
Was your request handled in an accurate and efficient manner?	95%	97%	100%	85%	98%

Sample Competitive Comparison - Improvements

Questions	Sample FI	FI 1	FI 2	FI 3	FI 4
Did the employee introduce themselves to build rapport?	61%	60%	8%	69%	67%
Did the employee ask your name or account number?	61%	23%	33%	62%	45%
Did the employee ask probing questions to qualify your needs?	66%	80%	75%	54%	65%
Did the employee ask for your business?	76%	60%	92%	77%	69%
Did the employee use your name at least once during the conversation?	42%	40%	8%	46%	45%

- Employees introducing themselves helps establish a comfort level and build rapport
- Asking for and using customers' names will personalize conversations and reassure customers their needs will be addressed
- Using open- and closed- ended questions will allow employees to present appropriate products specific to customer needs
- Restating the advantages of doing business with financial institution aids employees greatly in closing the sale, leading to new accounts opened and applications filed

Sample Competitive Comparison - Improvements



- Harland Clarke Industry Average
 - Data spans a seven-year time frame (more than 200 new baseline clients)
- Harland Clarke 2015 YTD Average

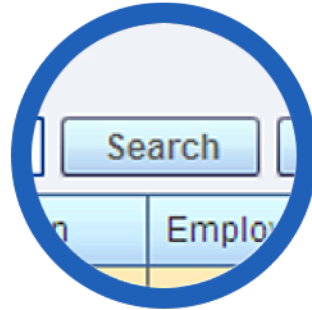
Conclusion:

- Sample financial institution is comparable with the Harland Clarke Industry Average and the 2015 YTD Average when discussing switching financial institutions and/or new checking accounts
- Review the Areas of Improvement comparison chart to help your teams better understand what it takes to obtain that perfect 100% score

EnGauge Mystery Shop Reporting



View and download reports in multiple formats



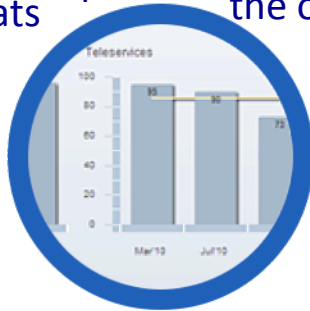
Search for employees or branches across the organization



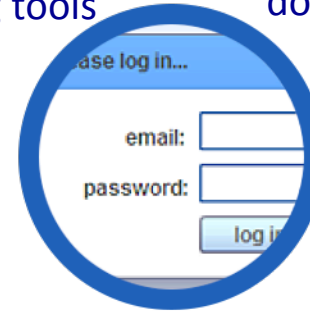
Visualize performance geographically with mapping tools



Quickly find data via multiple drill down paths



Easily chart monthly and average performance scores



Control and distribute data to all levels of the organization

<http://harlandclarke.com/research-analytics/mystery-shop/specialty-shops/engage-video>

EnGauge Mystery Shop Reporting

- **24/7 online access**
 - Log on anytime using secure web-based tool
- **Real-time shopper feedback**
 - Review financial institution's mystery shop entries as soon as they are finalized
 - Quickly identify and respond to customer service strengths and weaknesses
- **Interactive data analysis tools**
 - Analyze graphs and charts to identify trends and performance comparisons
- **One-click drilldown**
 - Instantly access details organized by branch, employee, function or question
- **Intuitive user interface**
 - Use easy-to-navigate interface to save time with at-a-glance data organization
- **Detailed observations**
 - Assess shopper narratives for a descriptive account of experiences

Mystery Shop Service and History

Tenured team, tenured product

- 20+ years Mystery Shopping experience
- 13,000 + mystery shoppers
- MSPA Member

Comprehensive reporting and visual representation

- Concrete, observable data summarized with trend analysis and comparison
- Interactive graphs
- Online delivery

Advise leadership in data interpretation and subsequent action

- Outlines strengths and areas for improvement
- Ensures understanding of customer experience and detailed competitive analysis

Source: JD Power and Associates, *U.S. Retail Banking Satisfaction Study*, 2012

Harland Clarke Mystery Shop Advantages

- Financial institution focus
- Customizable programs and forms
- 30-day program implementation
- Positive approach to quality service measurement
- Consultative review of results
- Training and service standard recommendations
- Extensive shopper training to ensure understanding of custom shopping scenarios
- Captures “snapshot” of actual customer experience for a “like you were there” feel
- Prompt report uploads for client viewing
- User-friendly, advanced online portal that delivers enhanced flexibility for reporting and analysis

Q & A

Type your question in the questions panel 

Linda Schrock

Research and Mystery Shop Director

Stephen Nikitas

Senior Strategy Director

A video replay of this webcast will be sent to you within the next week

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Thank You!

