

Using Voice of the Customer to Improve Customer Satisfaction and Employee Performance

Challenge

A regional bank in the southern U.S. set the goal of providing the highest level of customer service. In order to ensure that level was met, its main focus was to identify the key drivers of the customer experience.

Solution

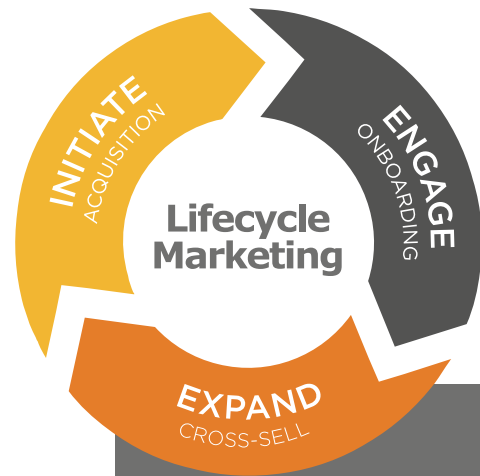
The bank utilized Voice of the Customer, powered by CSP, to access real-time customer feedback from multiple channels, drill down to branch- and employee-level, and clearly understand what was driving satisfaction and loyalty to develop a winning strategy for customer experience.

Results

Two years after implementing the Voice of the Customer solution, the bank measured significant improvement in three key metrics - Net Promoter Score (NPS), customer advocacy and loyalty. Key drivers of customer satisfaction were identified across all positions for both retail and commercial banking.

Intelligent analysis compared the bank's key metrics to other peer group banks. This made the analysis extremely actionable. The bank was able to focus its coaching and training efforts on improving employee performance on the key drivers of customer satisfaction at all touchpoints.





“ We chose CSP because of its 25 years of experience working with banks all across the country, its benchmarking data and proven methodologies. CSP delivers analytics focusing on the key drivers of the customer experience, which is a major focus for [our bank]. CSP’s reports-on-demand and electronic web reporting capabilities enable us to monitor research data online on a daily basis. Each individual manager has access to real-time, actionable information about their branch and employees, which can be used to enhance performance. We want to provide the ultimate in service to turn our customers into advocates. This attention to customers is part of what keeps us among the top performing banks in the nation.”

– Customer Intelligence Manager

Harland Clarke’s Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.

Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.

Acquisition

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

Onboarding

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

Cross-sell

Increase the number of household products to capture full profit potential

To learn how Harland Clarke can help your financial institution **improve marketing results**, call **1.800.351.3843**, email us at **contactHC@harlandclarke.com** or visit **harlandclarke.com/VOC**.

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