

Another

 SUPPORT EXP

Success Story

**\$11.5b**

In total assets – 162 branches

**70%**

Decrease in household attrition

**\$19m**

Net revenue increase on deposits

## Voice of the Customer Boosts Growth

Since its founding over a hundred years ago, this now-\$11.5b regional bank was recognized as a leader in the industry. Strong market share, growth, commitment to customer and shareholder value – all were hallmarks of what set this regional powerhouse apart.

**Then it happened – the bottom fell out...**

- New household attrition skyrocketed to 33%
- Improperly featured/priced products prompted customer backlash
- A fractured internal culture hindered organizational responsiveness
- The customer experience threatened the bank's competitiveness

Leadership knew it was time to take action. They turned to Support EXP and quickly learned that their survival depended on their customers, the very people who were turning their backs on this institution for other providers. They needed a transformation of its culture to a customer-centric focus.

### The Solution

Support EXP guided the implementation of a holistic, comprehensive enterprise-wide Voice-of-the-Customer (VoC) initiative to change the culture from the top down, across the organization and, vitally from the outside in.

After careful analysis and planning with Support EXP, this institution launched the **Relationship Builder** sophisticated, Voice-of-the-Member mystery shopping solution and the **Team Builder** peer-based employee survey program, bolstered by Support EXP's industry-leading personalized training, coaching and consulting.

Customer and employee feedback was captured, collected, analyzed and then presented to management using Support EXP's Actionable Analytics Portal. Management used this critical direct customer and employee input to inform strategy, guide tactical change and drive improvements throughout the enterprise.

### The Result?

Support EXP's CX solutions and expert guidance exceeded expectations in every way. The transformational results include...

- 70% decrease in attrition from 33% to 10%
- Net revenue increase of \$19m on net earnings on deposits
- One of J.D. Power's Top Ranked Retail Banks Banking Customer Satisfaction Study
- Complete overhaul of core checking account, product offer, and pricing strategy
- Sustainable organizational culture change



*"Through our strategic partnership with Support EXP, the Customer Satisfaction Program has exceeded all business case projections in the areas of customer retention, attrition, and acquisition." –Senior VP Sales & Service*