



AWARD WINNING
CASE STUDY.
LISTEN TO OUR CUSTOMER.

The right mindset and behavior to create
more customer ambassadors

SPRING! ACADEMY.

Continuously responding to the needs of the customers of a large Dutch bank, required a change to the organization and the way of working. To support this change, the Spring! Academy focused on improving three competences:

- Best interest of the customer is central
- Collaboration
- Continuous improvement

These three competences were the most important underlying characteristics that influenced the behavior of employees.

The role of the Spring! Academy is to train Retail employees to put customers more at the center of the bank's services.

APPROACH.

The chosen design was a blended program with a combination of:

- **Video / Audio roleplays** (via TrainTool) before the live training to stimulate people around the need for new skills
- **A 1-day BOOSTcamp** (live training) aimed at triggering people's intrinsic motivation and making them aware of their impact on customers
- **A digital reinforcement program** afterwards focused on the long-term retention of new behavior and skills

THE KEY LAY IN ATTITUDE AND BEHAVIOR.

Attitude & behavior were shown to be the elements that played an important role in whether customers were promoters or detractors of the bank. The content of the Listen to Our Customer program was fully developed around these themes:

- Proactiveness
- Personal approach
- Friendliness
- Listening

With an important objective that employees learn to put the customer interest first.

RESULTS.

Employee engagement rose from -4 to +8

NPS increased 6 points over the previous year

CUSTOMIZED PROGRAM DESIGNED FOR RESULTS.

The impact is characterized by a smart design to make participants aware of their learning objectives as quickly as possible. This “oh shit” moment makes people realize that they can do more for customers when they listen and engage with the customer.

Team leaders and coaches have followed their own program aimed at guaranteeing new behavior in practice.

CRITICAL SUCCESS FACTORS.

Close cooperation

The design, implementation and roll-out was a shared responsibility between EarlyBridge and the bank's Learning & Development department in close collaboration with the business

Blended approach

Creativity of the blended approach before, during and after the live training to increase the impact

Change management

Structured change management whereby the program was discussed every week between all parties in the learning chain

ABOUT EARLYBRIDGE.

EarlyBridge sets organizations in motion. We build bridges between people, between leaders and their teams. Because results start with people. EarlyBridge develops and implements leadership and team development programs. We help organizations, teams and individuals break out of ineffective patterns and break through to new levels of performance. Through a combination of advice, training, and coaching, we translate strategy into action through a combination of theory and practice to contribute to sustainable behavior change.