

# Delivering Service Excellence

Building Strong Customer Relationships



Training Journal Award Finalists in 2 categories:  
**Best Commercial Programme & Best Training Partnership**



## CHALLENGE

Skipton Building Society were looking to;

- Develop consultative sale skills, optimise performance and drive an improvement in the customer experience.
- Optimise Advisers' capabilities to build and sustain long term customer relationships based on trust and consistent excellence.
- Bring about a shift in sales and management culture from a numbers centric approach to one where the customer takes priority.
- Implement a consistent value proposition and a best practice approach for customer conversations that puts the customer's needs first.
- Deliver a sustained uplift in commercial outcomes by improving the customer experience.

Success for Skipton was about ensuring Advisers were able to explain the value of their service for each customer and build a long-term relationship.

The society sought a specialist consultancy to work alongside their Learning & Development team in the design and delivery of training for Managers and Advisers across multiple regions and branches.



## SOLUTIONS

After an intensive discovery process, Bigrock designed a bespoke programme including;

- A **Train the Trainer** event to upskill the internal training team in preparation for co-delivery.
- **Ignition, Champion and Leaders events** where we kick started the programme by enthusing key stakeholders and selected programme champions.
- **Management Excellence** courses for Regional, Branch and Team Managers.
- **Adviser Excellence** courses delivered across 9 different regions.
- **Telephony Adviser Excellence** courses specifically tailored for their Direct telephony team.
- **Rolling Wave Embedding Events** where we visited each branch providing additional coaching, 1-2-1s and support.

To learn more about how we deployed our DDDE approach and successfully delivered change across Skipton Building Society [download our full white paper from our website.](#)

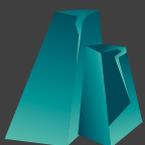


## RESULTS

The programme helped enthuse employees and build a culture of excellence. Skipton Building Society achieved 90% on the Employee Engagement survey (Towers Watson) and have rated 58/100 in The Sunday Times 'Best Company' (to work for) survey.

Skipton Building Society placed 7th in the UK for Customer Excellence and the UK's top building society (Nunwood survey).

In 2014, the Society had one of its best ever years, welcoming over 54,000 new customers and recording an uplift in profit of £76 million, a 75% increase since 2013.



**bigrock**

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## RESULTS

213

**75%**

Increase in Profits

**31%**

Increase in Lending

Together we entered the Delivering Services Excellence programme in the Training Journal Awards 2014, where it made a highly competitive final in two categories; **Best Commercial Programme** and **Best Training Partnership**.

# TJ Awards

Finalist

**2014**

## FEEDBACK

### Adviser and Manager Feedback:

*"I am even surprising myself here! I have really taken to this new way of doing things and have just booked another SFS [appointment]. I really thought I may struggle, as I am of a certain age, but am finding it refreshingly good."* - Adviser, Skipton Building Society

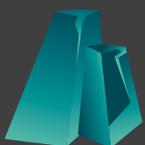
*"I've just done my first review!!! ...They'd had a bad experience with us a few years ago but I now know a huge amount about the customers... and they have gone away with an appointment to see SFS. ...There was a lot of laughter and I feel that the customers have gone away knowing that we care!"* - Branch Manager, Skipton Building Society

### Customer Feedback:

*"The service was wonderful!"* - Customer, Skipton Building Society

*"To be honest everything was perfect."* - Customer, Skipton Building Society

*"I think they treat everyone as an individual...The service was very good."* - Customer, Skipton Building Society



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