Increasing customer centricity at a financial services organization

Client need

Facing challenging customer expectations, a leading multinational financial services organization needed to transform its commercial model, adopting a more client-centric, consultative selling-based approach. They also needed to cascade this change to a nationwide network, developing the mindsets and capabilities needed to execute this transformation.

To equip its bankers with the tools to thrive in an increasingly complex, dynamic, and digital environment, the organization partnered with BTS to design a customized learning program.

The solution...

The resulting journey combined assessments, sales training, product training, and in-branch activities. For nine months, 3,025 commercial bankers participated in a self-directed digital journey. These financial leaders adopted a more client-centric mindset by:

- Undergoing an initial online assessment, which was used to divide participants into groups by performance level
- Completing know-hows, or three guided virtual modules that built an understanding of the reasons for transformation
- Testing new behaviors in two risk-free simulations, completing additional know-hows as needed
- Completing three of seven different sprints, each containing a Go-Do, which is an action item to apply back on the job
- Participating in a final assessment that determines sustainment plans

Results

Participants reported the following as a result of the program:

6,215 renewals were reported as a result of the Go-Dos

84% used rational arguments to quantify the value of their offer

88% were able to close next meeting

90% were effective in renewing product sales

91% closed deals faster