

## Metro Bank

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BANK

OPEN 7 DAYS

# Customer experience as competitive differentiator







- Britain's First New Bank in Over 100 years
- 4 years, 27 Stores, 1700 Employees and 300,000 Customers
- Traditional Banking, Modern Technology
- Open 7 Days, Early & Late
- 15 Minute Account Opening, Instant Debit Cards

"Successful, customer-facing businesses try to see things from the customer's point of view...Don't hide behind rules; don't hide behind policies" Vernon Hill





## **Our Ethos**

Customers want a better banking experience

 retail and commercial

Value is more important than price

Service is more important than rate

Create fans not customers



## **AMAZEING Culture**

- A culture that fits the model
  - Clear, Pervasive
- Buy in or opt out
- Reward for service not sales
- Fun





## Surprise & Delight

Magic Money Machines

Prizes, give aways, gestures

Kids Rule

School Programmes

Involvement with local charities







# 'Customer Platform' Functionality

### Windows 8

- T24 will be faster
- The desktop and applications
   will look better and be more
   responsive
- New look Outlook, Word, Excel and PowerPoint
- TCR's and PINPads will work
   better and be more reliable
- Quicker log on times.

#### Lync

A single communications platform from your PC, Laptop or mobile phone that will deliver:

- Telephone
- Instant messaging
- Video Calling
- Conference Calling
- Sharing screens / documents during calls
- Managing 'presence'

#### CRM

#### Customer view

#### Workflows

- Bank Account Switching
- ISA Account Switching
- Commercial Lending
- Suspicious activity reporting
- Fraud and Crime reporting
- Payment Disputes
- Payment Queries
- Manage EoDs
- Product Maturity Management
- Arrears Management.
- Safety Deposit Box
   Management

#### Plus

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- Refer customers to other
   Colleagues to follow up
- See your Customer pipeline
- Log actions and tasks for our Customers.

#### Intranet

- 1. 'Windows 8' look and feel
- 2. A completely re-designed Metropedia
- 3. Easy to use 'apps'
- Room booking
- Course & Event booking
- People Finder.
- Apply for a job

#### 4. Plus

- Connect Support'
- News (ITK, WIS & Generic)
- Team / Department sites

#### Yammer

Share Knowledge and good News / Ideas

- Surprise and Delight (Major AMAZE)
- No Stupid Bank rules
- Connect Support
- Metropedia Help

#### Social

- Brand Monitoring
- Competitive Analysis
- Customer Service Follow Up

### Marketing

- Service Campaigns
- New Customer Messages
- Event Management
- Marketing Approvals

### Self Service

- Internal and External KB Management
- Plans for Chat...



# Collaboration

## MARKETING SALES SERVICE

## What's in:

 Collaborate with colleagues on sales opportunities, leads, and cases

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SALES

# Social selling

What's in:

- Insights about any leads, opportunities, and accounts
- News
- Financials
- People
- Buzz
- Competitors

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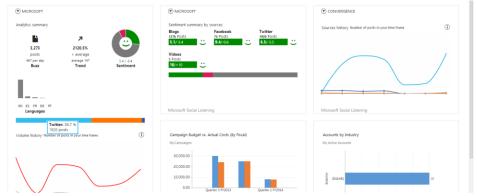
# Social Listening

## MARKETING SERVICE

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#### Social Dashboard v



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#### Track brands, competitors, campaigns

Track most valuable customers

#### Early warning on issues

#### Integrate into CRM dashboards, cases



# Grazie!

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