

Nationwide Building Society 1

The company:

Nationwide is one of the UK's largest financial services companies with some 10 million customers. Nationwide Direct is its direct sales arm and Nationwide Trust manages its branch network.

The challenge:

The society needed to create daylight from the competition, enhance retention by generating more loyalty from its customers – chiefly through improved service –and boost revenues.

The solution:

A comprehensive culture change programme that over a period of several years gave managers, advisors and eventually the entire branch network the belief in themselves to become trusted advisors to members. In concert with this shift in attitude, the programme also gave people the skills and behaviours to sell products more effectively.

The result:

Nationwide Direct initially halved its cost of sale as revenues skyrocketed on certain products (eg: buildings and contents insurance rose by 33%). A second related programme then saw an incredible 1200% rise in lead generation as well as big rises in staff morale. Meanwhile, the Nationwide Trust experienced a 50% improvement in business results and huge surge in customer satisfaction.

The client view:

“Minerva have enabled us to differentiate ourselves from our competitors. Minerva's approach is critical in ensuring that our people are able to fulfil their role to the benefit of themselves, our business and our members.”

David Rigney, Head of Nationwide Direct.

“The real difference with Minerva is the way we worked together and shared the business goals and objectives to produce an excellent improvement in results.”

David Townsley, Head of Operations, Nationwide Trust.