

Nationwide Building Society 2

The company:

Nationwide is the UK's third largest savings provider and its fifth biggest mortgage lender.

The challenge:

As part of a company-wide CRM initiative, Nationwide installed a comprehensive new computer system. But as everyone knows, technology on its own is never enough to provide great customer service...

The solution:

Some 800 senior people took part in a programme that helped them understand the technology, why it had been introduced, the general importance of customer service to the organisation, and not least the critical role they had to play in making it all happen.

The result:

As a result of what they learned, those that participated in the programme were able to go back out to their parts of the organisation and instil a real passion and hunger to make the new system work – as well as provide an insight into why it had been introduced in the first place.

The client view:

“Minerva have an excellent relationship-building, consultative and challenging approach with an ability to deliver through high quality people.”

Simon Baines, Head of iCRM Marketing at Nationwide