

## **CHELSEA BUILDING SOCIETY JOINS FORCES WITH MINERVA TO BOOST SALES AND SERVICE LEVELS TO UK CUSTOMERS**

### **Product Sales up by 50% following innovative training programme**

Milton Keynes, 25 October 2005: The first results of a comprehensive training programme - that gives staff the motivation and skills to increase customer service and sales levels simultaneously - has been announced by Chelsea Building Society.

Led by performance improvement consultant Minerva, the project has addressed Chelsea's two principle sales channels – its 34-strong branch network, and a rapidly expanding contact centre, based in Cheltenham.

Early results show that Chelsea's insurance and protection sales have risen a staggering 50% since the programme began. Meanwhile customer satisfaction levels are rising whilst mortgage retention rates – as measured by net market share – have also risen sharply in 2005.

“We're delighted with the results we have seen – both in terms of operational performance and a renewed sense of passion, belief and purpose among our staff,” said Chelsea's Head of Contact Centres, Fred Ford. “We chose Minerva because of their track record in the industry and they have been a breath of fresh air. They have challenged us, taken us out of comfort zone – but most importantly have helped us to develop the tools we need in the one area that really matters...delivering value to our members. We are confident we offer true service differentiation to our customers.”

Minerva has a unique approach based on its 'Be Do Win' consulting methodology, which advocates that only by changing people's beliefs (the 'Be') can companies truly change behaviour (the 'Do') – which is what ultimately drives improved performance (the 'Win').

“We've focused specifically on creating customer empathy, understanding customers' needs and offering them complementary services and products that can really help them in their life,” said Minerva's Director of CRM Melvyn Renison. “There's a tendency among front line staff to feel uncomfortable when asked to sell, but we have worked with Chelsea's team to prove that it can be fulfilling and enjoyable for staff – provided they have the right attitude. Ultimately, 'selling' really is a state of mind'.”

Chelsea and Minerva are now starting work on phase two of the programme, aimed at helping staff cope with a major new CRM system from one of the industry's leading vendors, Portrait.

“The new CRM system will transform our service capability – but we realise the technology alone is not the solution,” said Ford. “We firmly believe that people drive the customer experience, and much of the work we'll be doing will focus on harnessing technologies and processes in a way that let's our individuals express themselves and build lasting relationships with customers.”

## About Minerva

Minerva ([www.minerva-int.com](http://www.minerva-int.com)) helps some of the UK's biggest companies to unlock the potential of their people, achieving both tangible and eye-popping results. In addition to sales-through-service consultancy, the company specialises in culture change management, leadership and management development and improving the customer and staff experience. With its headquarters in Milton Keynes, Minerva's clients include many blue chip organisations in the financial services sector.

## About Chelsea Building Society

Chelsea ([www.thechelsea.co.uk](http://www.thechelsea.co.uk)) is the UK's 6th largest building society with assets of £8.9 billion. Headquartered in Cheltenham, the organisation is one of the biggest employers in the South West, and has its contact centre operations within the UK. The society is shortly relocating its contact centres to a new bespoke site in Cheltenham.

Further information for media about Chelsea can be found by visiting:  
[http://www.thechelsea.co.uk/html/index\\_media.html](http://www.thechelsea.co.uk/html/index_media.html)

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