

MINERVA ROLLS OUT ITS UNIQUE SALES-THROUGH-SERVICE PROGRAMME AT STANDARD LIFE BANK

Minerva, the people development consultants, has announced a new partnership with Standard Life Bank, the flexible mortgage specialist, following a successful pilot.

Working with Standard Life Bank's customer-facing staff, Minerva is now aiming to increase both customer service and sales levels through its 'Sales-through-Service' programme.

Minerva's unique approach is based on helping organisations to improve operational performance by empowering front-line staff to take more personal responsibility for the business – particularly in lead generation.

The new partnership marks just one phase of Standard Life Bank's commitment to deliver a positive customer experience. Standard Life Bank won the Pink Home Loan Awards 2005, Best Business Development Team and more recently the Financial Adviser Service Awards 2005, Five Star Mortgage Lender and Packages category.

Jackie Moran, Head of Sales Proposition at Standard Life Bank, said: "We are fiercely committed to delivering a strong customer service proposition. For our staff who deal directly with customers over the telephone, it is especially crucial that they have the best skill set and training. We were really pleased with the pilot that Minerva ran and look forward to seeing similar results across the full mortgage service and sales team."

Andy Loveless, Director of Business Development at Minerva, said: "We seem to have really tapped into a critical area for financial services providers.

"Great service is still a differentiator, but in such a fiercely competitive industry, lead generation and cross selling is paramount. We've proved that we can help clients achieve both."

Minerva's experience in the financial services sector has been strong throughout 2005. Minerva's financial services clients include Chelsea Building Society, Tesco Personal Finance, Lloyds TSB Insurance and Principality Building Society and Nationwide Building Society.

About Minerva

Minerva (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, as well as telecoms and FMCG.

For more information, or to request an interview or photograph, please contact Sam Renison at Minerva on **01908 508050** or sam.renison@minerva-int.com