



Thanks

Driving Customer Satisfaction

CommonwealthBank
Local Business Banking



OVERVIEW

The Commonwealth Bank of Australia's (CBA) goal for the 2010 Financial Year was to be the 'No.1 Bank in Australia by 30 June 2010' and a key element is delivering exceptional customer service. RedBalloon worked with CBA's Local Business Banking (LBB) Executive General Manager, Symon Brewis-Weston and his team to develop a program that would ensure their people were giving 100% to their customers every day.

RedBalloon was employed to design and deliver an incentive program to reach over 550 Local Business Bankers located in branches across Australia.

CATCHING COMPLIMENTS

The 'Catch a Compliment' program was launched in October 2009 to increase CBA LBB's Customer Satisfaction Scores. Initially launched as a three month incentive, the aim of the program was to double the number of compliments received by Local Business Bankers, to increase morale and gather success stories to motivate others.

CBA's Customer Care Team Manager Vanessa Jones says, "We really wanted to give credit to those people that were portraying what relationship management was all about. We wanted to reward and reinforce good behaviour".

The Compliments game was hosted on the RedBalloon Online Points Platform. For every customer compliment a Local Business Banker received – they would get 25 points. The incentive was uncapped so the more compliments they received – the more points they would earn.



The Compliment eligibility criteria:

- ✓ Compliments should be an expression of praise or commendation from a client.
- ✓ It must be more than one sentence ("Thank you for your assistance/calling me back" represents an expression of gratitude, not a compliment as such).
- ✓ The compliment must be for service above and beyond your normal duties.

To create an extra level of excitement and incentive CBA also awarded their overall Top 10 performing staff members with an additional 1,000 points!

All participants could use their points towards one or more of RedBalloon's 2,000+ experiences across Australia.

Mix business with pleasure.



COMMUNICATIONS BUZZ

RedBalloon's Account Director, Verity Strudwick says "We wanted to create a sense of fun and excitement around the program to engage staff from the very get-go. It was important that our communications plan conveyed a celebratory message and clearly outlined the rules of the game."

The 'Catch a Compliment' game was launched with program branded posters and balloons transforming every CBA LBB office. Each participant received a program branded lolly box on their desk with a branded helium balloon attached, a program login card and an A5 Postcard to outline the purpose and rules of the game.

"Everyone got a real surprise when they came into the office in the morning. There was a great sea of balloons, gifts and instantly everyone was buzzing with excitement and anticipation", said Vanessa Jones.

Continuous communication is crucial and throughout the three month period compliment stories were posted on the CBA Customer Satisfaction website to celebrate the winners and share their stories.

At the end of the game, each participant received a program email congratulating them for their efforts, announcing the Top 10 winners and sharing some of the great compliment stories. Vanessa Jones says "People were talking about it as soon as points came through their email! It built a lot of momentum and compliments continued to increase".

THE RESULTS

Symon Brewis-Weston, Executive General Manager says:

"The 'Catch a Compliment' program has been a great success. **The number of compliments received during the three month incentive period more than doubled from previous periods, and exceeded the targets set.**

This program has showcased the high level of service our team delivers to our clients and also gave our people intrinsic pride to be able to receive, capture and share with the business the compliments they were receiving. The wonderful stories from our clients have been an invaluable management and communication tool for the business."



PROGRAM IN PRACTICE

A real example from Charles,
CBA Relationship Manager.

First... The Customer Compliments

"I am a very busy small businessman and I must say that my Relationship Manager performed and exceeded all expectations in relation to my whole loan process experience. As a shareholder and customer I am proud to bank with the Commonwealth."

Then... the employee is rewarded

"Last Sunday we enjoyed a five star Thai Dinner for two. The Restaurant was fabulous. We had the reserved seating section of the restaurant to ourselves and indulged ourselves with 5 amazing courses with a nice bottle of wine to go with it. We rated the restaurant 10/10 for Food, Service and is definitely an experience I would recommend to others."