



# Positive Momentum

energy engagement edge



## Case Study

Deepening Customer Relationships

### Who's the client?

Part of one of the world's largest and most profitable banks, **Santander UK Corporate and Commercial Banking** is an aggressive and relatively new entrant to the UK banking market. Using their Abbey and Alliance & Leicester portfolio's as a basis, they have significant ambitions to win market share and grow their operations. Santander is globally recognised for its customer focused approach and wishes to particularly leverage this strength in the UK to distinguish its proposition.

### What did the client need?

A new leadership and customer relationship team has been created, bringing together some of the best and brightest banking professionals from across the British banking industry. However, not content with just recruiting talented people, the leadership team wish to redefine 'relationship banking' for the 21<sup>st</sup> century. Part of the strategy to realise this ambition is a programme of genuinely bespoke and challenging development for its national team of Regional and Relationship Directors.

### How did it work?

Working closely with the senior leadership team, Positive Momentum designed a high impact workshop programme designed to credibly engage professionals who have had much development before, whilst seriously challenging their thinking and ensuring that they felt treated with respect. All 150 Relationship Directors attended a two-day residential workshop, where they worked on both live prospects and existing clients thereby immediately applying new techniques to current opportunities.

### What did Positive Momentum do?

- 1 Designed a very different 2-day workshop in collaboration with the leadership team
- 2 Actively engaged, and earned the sponsorship, of the Regional Leadership teams
- 3 Carried out pre-workshop online surveys with every delegate
- 4 Delivered a highly interactive and practical 2-day workshop
- 5 Followed up each workshop with a 90-minute live webinar 12 weeks later

### What were the results?

Santander's UK Corporate and Commercial Banking results would suggest a bank already punching considerably above its weight. Whilst specific results are market confidential, they are able to confirm significant increases in income and market share since the programme began. In addition there have been many anecdotal customer stories regarding how dramatically different the relationship is with a Santander Relationship Director in terms of the specific things that these individuals are doing.



### What does the client say about Positive Momentum?

Positive Momentum helped us ask some really simple, obvious and usually over-looked questions to get to the heart of what will make our vision a success; they then applied a 'back to basics' approach with real insight and empathy helping our team look at their approach and industry in a very different way. Our strong growth and rapidly increasing profile in the last 18 months really justifies the investment.

**Steve Pateman**  
Managing Director,  
UK Corporate &  
Commercial Banking  
Santander



## No nonsense business expertise.

+44 (0) 1462 423 375

tellmore@positivemomentum.com

www.positivemomentum.com