



Positive Momentum

energy engagement edge



Case Study

Improving the Customer Experience



Who's the client?

Barclays Local Business look after the needs of over half a million small business clients across the UK and manages these relationships via a network of 1600 relationship managers. Barclays is consistently looking for innovative ways to improve the experience of its customers. Barclays Local Business have developed a contact methodology for its relationship managers that uses both an advanced contact tool as well as a Business Banking and Review document, both of which ensure that the relationship manager is communicating with his/her customers in a timely and highly effective manner.

What did the client need?

In order to increase and drive consistent use of both of these tools, Barclays asked Positive Momentum Limited to devise a highly memorable training workshop and deliver it to over 100 area managers. Barclays also required a packaged training programme that could then be delivered by the area managers to their teams.

How does it work?

Working closely with a project team from Barclays, Positive Momentum consultants created a one day, highly interactive workshop and delivered it across nine UK sessions within 12 weeks from first brief. In essence this was a combination of technical, sales, presentational and leadership development in a single workshop.

What did Positive Momentum do?

- 1 Devised a concept and material that brought the subject to life
- 2 Developed packaged training materials for in house delivery
- 3 Delivered high impact workshops to the Area Managers

What are the results?

Within 12 weeks of the programme being delivered usage of the Business Banking and Review document almost doubled and use of the contact tool increased dramatically.

What does the client say about Positive Momentum?

// We engaged with Positive Momentum to create and deliver at real pace a bespoke training solution for our leaders. The team rose to the challenge producing creative and imaginative material delivered to high standard, most importantly interacting with our leaders in a way that created buy in, credibility and involvement, with our people leaving energised and with new ideas to implement. //

Mark Nichols
Senior Customer and
Propositions Manager

No nonsense business expertise.

t +44 (0) 1462 423 375

e tellmore@positivemomentum.com

w www.positivemomentum.com