



Nationwide Building Society

Increase Profitable Wallet-Share Capture in Mortgage Lending

“The Cisco solution has helped us improve customer satisfaction and staff efficiency while at the same time increasing mortgage sales. The business case in favor of the Cisco solution stacked up quickly.”

Andrew Nation

Senior Manager, Future Customer Outcomes, Nationwide



Challenge

- Improve customer satisfaction
- Enhance access to experts
- Reduce leakage of business to competitors
- Comply with new UK regulation to record all customer interactions

Solution

- Deploy customer-facing “virtual advisors” enabled by Cisco® Remote Expert
- Close **mortgage sales** in branch by accessing meeting advisors from central pool
- Manage impromptu and scheduled meetings
- Record multichannel interactions

Results

- **60+% improvement in new mortgage business**
- **Double-digit improvement in customer net satisfaction**
- **66% reduction in cost of sale**
- **Easily comply with new financial regulations**