

Retail bank in Asia– defining required roles and activities and designing training system improved sales reps and resulted sales increase

Situation

- Large retail bank in Asia with over \$800 Billion in saving amount
- Long-term business risk due to customer portfolio weighted on elderly with weak middle-aged customer
- Identified root cause of the lack of sales rep's capability, which was the lack of clear common roles/ activity definition and training program in the organization

What we did

- Defined sales reps' required roles and activities that should achieve client's long-term business goals of robust and stable sales and contribution to the local society
- Design training program/system to achieve the roles/activities (including customer segmentation, visit planning, sales pitch, etc.)
- Conducted a pilot at 8 branches and rolled out to all branches next year

M&S Expertise



Mary Meaney

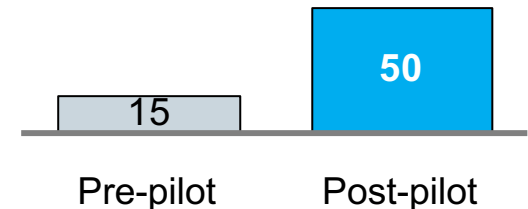


Tomoharu Hirayama

Impact

Sales rep realized required roles and activities

Percent; after 3 months pilot



- Increase of the # of sales rep with adequate capabilities improved business performance
 - Improved customer satisfaction
 - Increase the # of fan of the bank
 - Increase top line sales