



MCA Awards 2018 Finalist

Customer Engagement

IBM with Barclays

As banking automation proceeds, sophisticated, motivated human bankers will become both more crucial and harder to recruit and train. This is underemphasised in Digital Transformation and so “people” has become the silent “p” underpinning success.

To assess the quality of the call centre hires IBM created a reusable study methodology that relied on a collaborative single team approach. The study determined that tenure rather than performance was the key driver for Quality of Hire and that attrition was concentrated in specific staff clusters. The approach allowed elucidation of the optimum profile for recruitment and improvement of QoH.