



CUSTOMER ENGAGEMENT



Grant Thornton with Nationwide Building Society

Is it possible to provide an on-demand mortgage interview service for customers? Too often on the High Street, the answer used to be "we've got an advisor in the area next week, can you come back then?"

Firms lost business, costs remained high and resources were allocated inefficiently. Customers felt short changed, and often complained. This project changes that.

Technology can help firms deliver meetings in branches, with efficient resource allocation, to suit customers. Nationwide Building Society (NBS), in partnership with our consultants, chose to exploit a new technology. This has reduced travel for advisors, increased efficiency, reduced lost business and offered customers immediate appointments even in remote locations, which would not have previously been possible.

Nationwide can now provide face-to-face mortgage sales meetings, even when no advisor is available in branch, through the use of a video-conferencing style ('remote expert') technology which provides an interactive display for the customer to view their important documents.

No other UK bank or building society currently offers such a service. Pioneering this solution in the UK, NBS has now deployed this innovative solution to over 60 of their branches with growth plans to extend the service in over 400 branches.

Utilising Grant Thornton's skills and expertise, Nationwide was able to deliver on its original timescales, and accelerate its rollout plan. It also allowed Nationwide to ensure that it fully thought through how the business would best use the 'remote expert' technology, meet regulatory requirements, and improve both customer satisfaction and service levels whilst increasing mortgage sales.

It has been an exciting project. Together with Nationwide, Grant Thornton has helped transform the face of branch services.

For more information please see Nationwide's YouTube clip
<https://www.youtube.com/watch?v=r0iH9r6QJO8>

Simon Marlow who is Head of Transformation and Remote Advisor Programme Manager says "The results speak for themselves, with increased customer satisfaction and from our initial rollout of 20 branches now being extended to 400 branches, the Remote Expert solution, now branded as Nationwide Now is central to the Nationwide distribution strategy. Nationwide is a proud innovator in this area; we wouldn't have been in that position without the help we received from Grant Thornton."