



How Hancock Bank utilized Customer Service Profiles (CSP) to improve employee performance and ultimately customer satisfaction.

SITUATION:

Hancock Bank had a goal of providing the highest level of customer service. A major focus was to be able to identify the key drivers of the customer experience.

SOLUTION:

CSP implemented a Voice of the Customer solution that allows Hancock Bank to easily view real-time customer feedback; drill down to the level of the individual branches and employees; and clearly understand what is driving customer satisfaction and loyalty.

RESULTS:

In a little over two years since CSP's Voice of the Customer system was implemented, Hancock Bank has experienced significant improvement in all key metrics – especially customer advocacy and loyalty. Key drivers have been identified across all positions for both retail and commercial banking. CSP was then able to provide intelligent analysis that compared Hancock Bank's key criteria scores to other peer group banks. This made the analysis extremely actionable and along with CSP's thorough consultation and recommendations, Hancock focused coaching and training efforts to improve the performance of their employees at all customer touch points.

In addition, Hancock Bank was recently recognized by research industry experts as one of the South's highest performing banks.

"We chose CSP because of its 25 years of experience working with banks all across the country, its benchmarking data and proven methodologies. CSP delivers analytics focusing on the key drivers of the customer experience, which is a major focus for Hancock Bank. CSP's reports-on-demand and electronic web reporting capabilities allow us to monitor research data online on a daily basis. Each individual manager has access to real-time, actionable information about his or her branch and employees, which can be used to enhance performance. We want to provide the ultimate in service to turn our customers into advocates. This attention to customers is part of what keeps us among the top performing banks in the nation."

Angela Long
Customer Intelligence Manager
Hancock Bank

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