



How United Community Bank utilized CSP to increase sales and market share

“Customer Service Profiles measures and leads by example providing stellar customer care to their banking partners and I would recommend them to any financial institution that is serious about measuring and improving customer service and increasing sales to give them a call.”

Craig Metz
EVP of Marketing
United Community Bank

SITUATION:

United Community Bank (United), who has built their culture as The Bank that SERVICE Built – and is recognized as one of the industry’s top performing banks, was seeking an increase in new customer acquisition, core deposit growth, cross sell expansion with existing customers and market share.

SOLUTION:

One of the keys to their success was a service quality program through Customer Service Profiles (CSP) that measured and tracked the customer experience utilizing actual United customers to provide in-person evaluations after a recent banking experience. This produced a clear and timely voice of the customer that provided actionable customer knowledge for United executives and managers.

CSP conducted a statistically valid number of evaluations across United’s entire branch network and then identified key drivers of the customer experience for each retail position.

The results of these key criteria were then compared to the scores of peer-group benchmarking to produce an actionable service quality improvement roadmap. The CSP model made it easy for United managers to focus on the key criteria that would lift United’s key metrics.

RESULTS:

United added more than 43,000 new deposit accounts and 161,000 new services; increased the number of products per household by 0.5; and boosted core deposit balances \$641 million. Additionally, United’s key metrics have all improved. But the area that has really impacted the bottom line is the improvement in Needs-based Selling; which has a direct correlation to the increases in customer satisfaction and advocacy scores.

CSP’s program, working in concert with their sales management effort, United Express, has resulted in a significant improvement in United’s employees’ ability to assess and respond to customer needs – which has had a dramatic impact on the increase in customer deposits and market share.

Craig Metz, United’s EVP of Marketing commented,

“Thanks to CSP’s Service Quality Enhancement program, our bank has consistently improved our customer care scores... the timely knowledge makes our employees much more effective in delivering exceptional customer service.”

“CSP has had a major impact on everyone in the organization in assessing and responding to customer needs which has improved our core deposit growth, cross sell effectiveness, retention and market share. The CSP data plays a significant role in the management of our business and assuring our brand promise of being: The Bank that SERVICE Built.”

For more on United’s service culture, please log on to www.ucbi.com for more information.



CUSTOMER SERVICE
PROFILES