

Creating your
Customer Moment™



Person To Person Quality™

Solutions for Banks and Credit Unions

FOUR STEPS TO CREATING A COMPETITIVE ADVANTAGE IN SALES AND SERVICE QUALITY

Top-Down Commitment and Leadership

Establish expectations and performance standards and communicate throughout organization

Get a Baseline

Conduct Mystery Shops to identify strengths and weaknesses in employee performance and the customer experience

Train and Incentivize Employees to Meet Expectations

Use baseline results to target training needs, reinforce standards

Ongoing Mystery Shopping and Surveys

Continuously measure performance, train on results and reward star performers

"Person to Person Quality has been an essential strategic partner for our bank for over 9 years. Besides producing great results that help us enhance and fine tune our customer experiences, Marc's individualized attention and quick responses to our ever changing needs has made the program highly successful. You can count on Person to Person Quality to deliver, and that's why we continue our relationship year after year."

Vice President, Customer Experience - Virginia-based bank with over \$5 billion in deposits

HOW WE ADD VALUE

Person to Person Quality helps you create and sustain a competitive advantage in sales and service quality, customer loyalty, and employee development, using the following tools:

- **Mystery Shopping**
- **Call-Back Surveys to Customers**
- **Employee Recognition and Reward Programs - NEW!**
- **Competitive Analysis**
- **Analysis of Customer Demographics and Market Opportunities - NEW!**

Our customized programs provide valuable intelligence about what's happening on the frontlines of sales and service channels - on the phone, in the branches, and on the web. Mystery shops and telephone surveys are a valuable tool for sales and service employee training and development, competitive analysis, and evaluating compliance with company policies, industry regulations and best practices - all of which help our clients become more profitable and create long-term value.



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PERSON TO PERSON QUALITY CASE STUDIES

#1: Long-Time Bank Client Sustains Service Excellence Amid Rapid Growth through Mergers

✓ Situation

In 2005 a Virginia bank with 35 branches chose PPQ to manage its mystery shopping program because it was dissatisfied with its current provider. Mergers in 2009 and 2013 increased the client's branch network to over 125 branches and over \$7 billion in deposits, creating new challenges and opportunities for sustaining and extending the Bank's competitive advantage in sales and service quality.

✓ Solution

PPQ designed and launched new and improved Mystery Shopping and Call Back Survey programs for the client in 2006. The programs are customized to reflect the bank's current training initiatives and promotions. Shop scores are used to determine quarterly bonuses. Telephone surveys collect feedback about the account-opening experience and the reasons why customers choose the client bank. During the merger and conversion phases, telephone surveys were added to help gauge attitudes and perceptions towards the merger and ensure customer loyalty.

✓ Results

PPQ has played an important role in the Bank's growth from 35 branches to over 125 in the last 10 years. By remaining vigilant in maintaining its culture of excellence, through the use of mystery shopping and customer surveys, this client is now the largest Virginia-based bank and posted the second-highest customer satisfaction score in the entire United States in a recent J.D. Powers ranking of bank customer satisfaction.

#2: Employee Performance Measurements Help Propel Growth of Virginia Bank

✓ Situation

In 2004, A Northern Virginia Bank came to Person to Person Quality seeking an efficient and cost-effective way to establish a sustainable competitive advantage in customer service and employee development.

✓ Solution

PPQ crafted a mystery shopping program enabling Regional managers to use the shop reports as training tools and as the basis for an employee incentive program. Telephone shops were digitally recorded and shared with employees. Teller evaluations were conducted by dozens of PPQ shoppers who have accounts at the client's bank. PPQ prepared detailed quarterly summary reports, analyzing the shop results and highlighting trends, strengths, and weaknesses.

✓ Results

Employee performance improved dramatically since the program's inception. The Bank consistently ranked among the top banks for customer satisfaction in *Washington Consumers' Checkbook Magazine*. Since first becoming a PPQ client in 2004, the Bank's deposits quadrupled, its branch network grew by 75%, and assets swelled to \$2.8 billion. In 2013 the client bank was sold for \$500 million and a 15% premium over the most recent share price.

#3: Helping protect the AARP Brand and Member Experience for 38 Million Members

✓ Situation

In 2007, Person to Person Quality was tasked with managing a small mystery shopping project to help AARP Services (ASI) evaluate several long-term care insurance providers. Impressed by our work, ASI management recognized the value of evaluating and measuring the member experience with all AARP-branded products and services.

✓ Solution

Person to Person has launched mystery shopping projects to evaluate the member experience with over 25 AARP-branded products and services, and the multiple distribution channels (phone, face-to-face, Web) used to market and sell them. At the end of each quarter, we provide the client with Executive Summaries for each product and service being shopped, and participate in meetings with ASI management and partners to discuss the strengths and weaknesses in the AARP member experience and how it can be improved.

✓ Results

As the program has grown, our research has exposed problems that were costing both sales and member loyalty, and uncovered opportunities to make major improvements in the member experience. Our shop reports are used as the basis for recognition and rewards for ASI partners. Each year our relationship with ASI has grown significantly and we now evaluate the member experience with everything from AARP-branded travel services to hearing aids to Medicare plans.



PERSON TO PERSON QUALITY

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Over 3,000 bank shops
completed in 2014 in
Virginia alone!

Member

VIRGINIA BANKERS
ASSOCIATION

