Metro Bank

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Customer experience as competitive differentiator

- Britain's First New Bank in Over 100 years
- 4 years, 27 Stores, 1700 Employees and 300,000 Customers
- Traditional Banking, Modern Technology
- Open 7 Days, Early & Late
- 15 Minute Account Opening, Instant Debit Cards

"Successful, customer-facing businesses try to see things from the customer's point of view…Don't hide behind rules; don't hide behind policies"

Vernon Hill

No 'Stupid' Rules!

Design Excellence

Magic Friday!

Surprise and Delight

Dogs Rule! **Fans Not Customers** Kids Rock!

Hope is not a Plan

Convenience

Culture Counts

Experience

Money Zone!

Bump it Up

'Can Do' Attitude

Personalised Connections

Our Ethos

- **Customers want a better banking experience – retail and commercial**
- **Value is more important than price**
- **Service is more important than rate**
- **Create fans not customers**

AMAZEING Culture

- A culture that fits the model
  - Clear, Pervasive
- Buy in or opt out
- Reward for service not sales
- Fun

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Surprise & Delight

Magic Money Machines

Prizes, give aways, gestures

Kids Rule

School Programmes

Involvement with local charities

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‘Customer Platform’ Functionality

Windows 8

- T24 will be faster
- The desktop and applications will look better and be more responsive
- New look Outlook, Word, Excel and PowerPoint
- TCR’s and PINPads will work better and be more reliable
- Quicker log on times.

Lync

A single communications platform from your PC, Laptop or mobile phone that will deliver:

- Telephone
- Instant messaging
- Video Calling
- Conference Calling
- Sharing screens / documents during calls
- Managing ‘presence’

CRM

Customer view

Workflows

- Bank Account Switching
- ISA Account Switching
- Commercial Lending
- Suspicious activity reporting
- Fraud and Crime reporting
- Payment Disputes
- Payment Queries
- Manage EoDs
- Product Maturity Management
- Arrears Management.
- Safety Deposit Box Management

Plus

- Refer customers to other Colleagues to follow up
- See your Customer pipeline
- Log actions and tasks for our Customers.

Intranet

1. **‘Windows 8’ look and feel**
2. **A completely re-designed Metropedia**
3. **Easy to use ‘apps’**
   - Room booking
   - Course & Event booking
   - People Finder.
   - Apply for a job
4. **Plus**
   - ‘Connect Support’
   - News (ITK, WIS & Generic)
   - Team / Department sites

Yammer

Share Knowledge and good News / Ideas

- Surprise and Delight (Major AMAZE)
- No Stupid Bank rules
- Connect Support
- Metropedia Help

Social

- Brand Monitoring
- Competitive Analysis
- Customer Service Follow Up

Marketing

- Service Campaigns
- New Customer Messages
- Event Management
- Marketing Approvals

Self Service

- Internal and External KB Management
- Plans for Chat…

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Collaboration

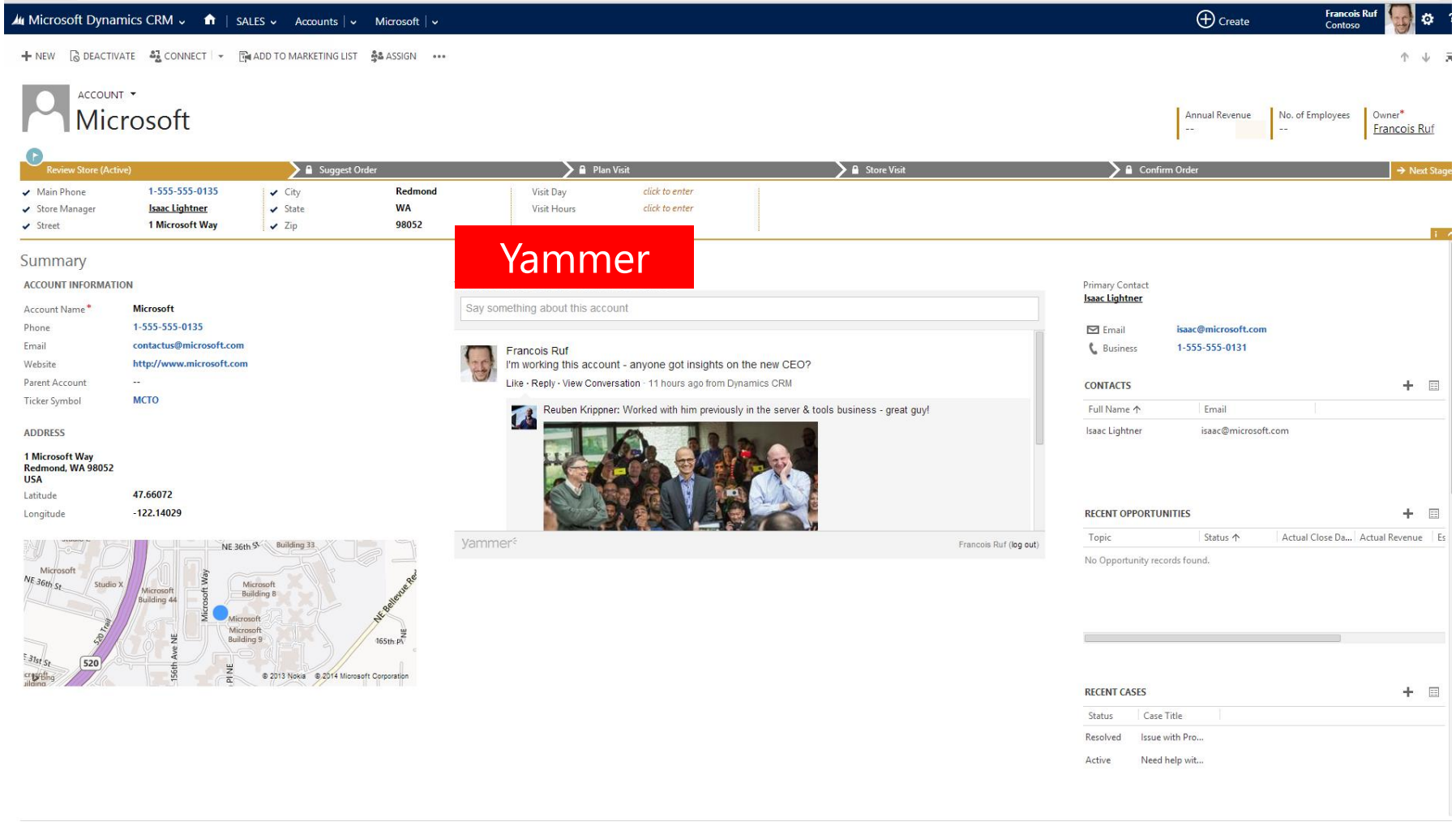
MARKETING

SALES

SERVICE

What's in:

- Collaborate with colleagues on sales opportunities, leads, and cases



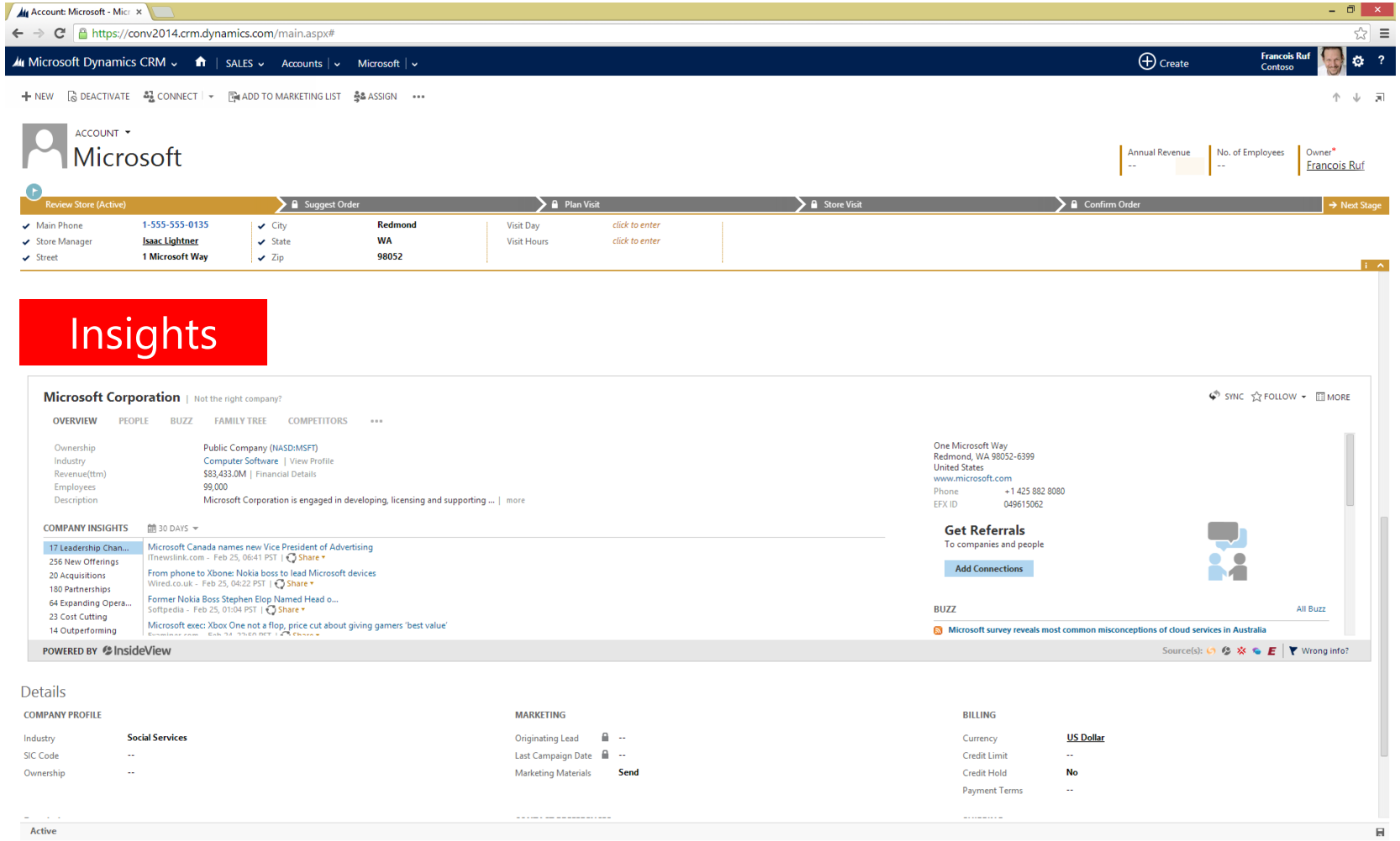
SALES

Social selling

What's in:

- Insights about any leads, opportunities, and accounts

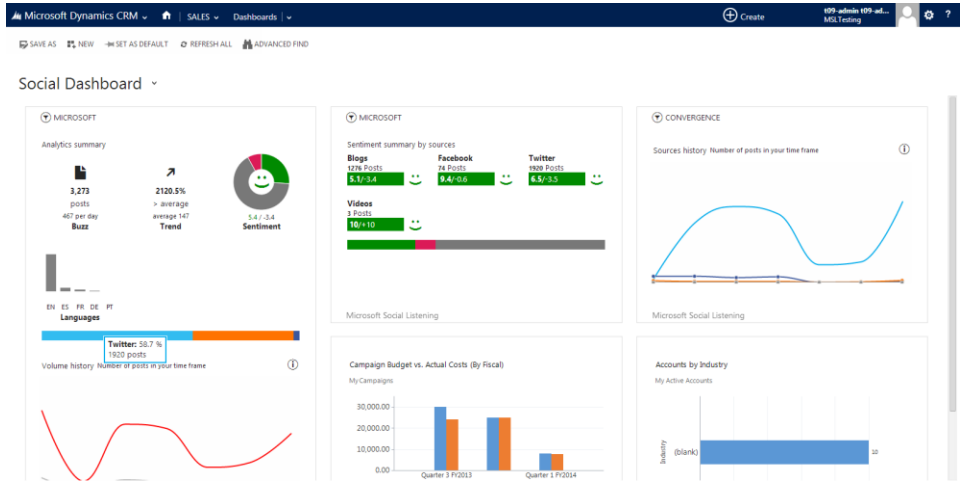
- News
- Financials
- People
- Buzz
- Competitors

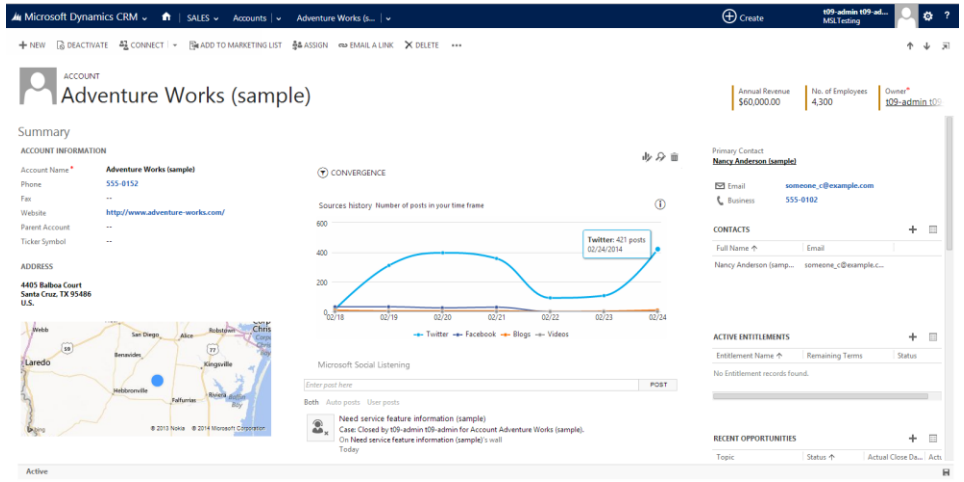


Social Listening

MARKETING

SERVICE





- Track brands, competitors, campaigns
- Track most valuable customers
- Early warning on issues
- Integrate into CRM dashboards, cases

Grazie!

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