Nationwide

Executive Summary

Nationwide, which had traditionally undertaken most strategic system development in-house, selected Pitney Bowes Portrait solutions as its core customer interaction management platform. Pitney Bowes Software was chosen because of the company's distinguished track record and the close cultural fit between the two organizations. Pitney Bowes Portrait solutions enabled Nationwide to present the single view of each customer, including details of each interaction, and intelligent, actionable prompts to help employees to make the most of each customer interaction. By optimizing its customer interactions Nationwide has delivered real returns with incremental sales running over 200% of original targets.

Business Challenge

Nationwide is the largest Building Society in the world providing services to its 11 million members in the UK, with 870 retail outlets and about 16,000 employees.

As a mutual organization in a largely homogenous market, Nationwide knew that the key to increasing its market share was to deliver a highly personalized service that offered its members long-term value. The ability to achieve this was constrained by:

• Lack of tools for the employees to be able to treat customers as individuals

• Systems and processes organized around products and channels without a comprehensive view of the customer

• Limited information in their Customer Information System (CIS)—contact details and product holdings

To overcome these challenges, Nationwide aimed to:

• Provide employees with more customer information—a comprehensive contact history

• Deliver an improved experience for customers

• Facilitate flexible processes to support individual customer care across all its customer facing channels, including call centers, branches and the internet

• Reduce churn and improve customer advocacy

• Deliver a quantifiable return on investment

> " With Portrait we can treat all 11 million customers as individuals, and are well placed to better meet their needs and thus do more business with more people for longer than we did before. "
>
> **Simon Baines**
> **Head of Customer Insight**
> **Nationwide Building Society**

Pitney Bowes
Software

Project Description and Solution

Partnering with Pitney Bowes Software, Nationwide planned to optimize the value of customer interactions by developing the single view of each customer. This would include details of each interaction and intelligent, actionable prompts to help employees make the most of each customer interaction.

Nationwide chose Pitney Bowes Software because of the company's distinguished track record and the close cultural fit between the two organizations.

The single customer view is delivered by integrating with the Nationwide CRM system– its highly configurable, process centric approach was to model and support the processes that drive Nationwide's customer interactions and deploy them efficiently and consistently across all channels. Portrait allows all of Nationwide's customer data to stay where it naturally lives, with the real-time 'single view' generated when needed.

As a result Nationwide's customer personal data is now highly accurate, it has improved the value of each customer by maximizing cross selling opportunities and, at the same time, customer satisfaction has been raised because sales prompts are relevant.

Pitney Bowes Portrait solutions have also been integrated with the Society's teller application so that employees on the counter are able to readily access prompts and customer information in a timely way during routine financial transactions.

TECHNOLOGY USED

• Pitney Bowes Portrait solutions

• Microsoft MSMQ

• Microsoft SQL

Results and Benefits

Nationwide has seen significant benefits since implementing Pitney Bowes Portrait solutions:

• **Incremental sales are running over 200% of original targets**

• **The Portrait implementation paid for itself within 2 years**

• **Nationwide anticipates a greater than 200% return on investment**

Contact histories are automatically updated with the Portrait solutions, Nationwide is able to see its customers' entire transaction histories, interactions and accounts.

With its Dynamic Single View of the customer enabling Pitney Bowes Software to cater for each customer as an individual, Nationwide has improved services to its wide consumer base while being able to generate more business through its improved cross selling and marketing efficiency.

Pitney Bowes Software has given Nationwide the flexibility to respond to the demands of its 11 million members. Reflecting the needs of its customers, Nationwide is able to react rapidly to changes in the market, helping to drive its competitive advantage.

" Portrait Prompts help us to sell more through inbound service conversations than we do through traditional outbound direct marketing. "

Simon Baines
Head of Customer Insight
Nationwide Building Society

For more information call 800.327.8627 or visit us online: www.pb.com/software

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