

The Nolan Company

BANKING OFFERING



NOLAN SERVICE QUALITY PROCESS

Customer Service Strategies with Bottom-Line Benefits

High error rates and slow cycle times not only compromise bank profitability from an operational standpoint — they also hamper customer retention efforts among a consumer population that simply changes banks if their needs aren't being met. The Nolan Company works closely with these organizations to develop a customized roadmap for exceptional service. The **Nolan Service Quality Process** equips our clients to consistently provide the products and services customers want — delivered the way they want them.

Customer Needs Are Always Evolving

The evolution of technology has ushered in a period of radical change in the banking arena. Not only are customers demanding greater functionality and convenience from Internet banking and mobile solutions — they are also finding it easier than ever to switch banks when financial institutions fail to offer the choices they're looking for. Yet relatively few banks are actively engaging with customers to fully understand and deliver on their expectations, and even fewer are prepared to take swift action to mend the customer relationship when a product or service falls short.

Proprietary Nolan Insights

Using our proprietary **Nolan Service Quality Process**, Nolan consultants collaborate with your team to systematically measure all aspects of service quality. This proven framework provides key insights that enable Nolan consultants to quickly identify and address the areas of opportunity that carry the greatest value in the minds of your customers. The Nolan Company doesn't just assess and advise — we delve much deeper into your organization to change the way you think about, manage, and engage with your customers at every touch point.



The Nolan Approach

The Nolan Company takes a tailored approach to each engagement. Our consultants work with you to integrate the necessary planning, training, redesign, measurement, and rewards that drive service quality. This continuous improvement model puts service quality and customer-centric innovation at the core of your operations.

Key Deliverables

The **Nolan Service Quality Process** provides a structured methodology to elevate your organization from a transaction-based business to a customer-driven operation. We deliver:

- Objective assessments of the many factors affecting customer satisfaction and bottom-line performance
- Redesigned processes and enhanced technology solutions to fully leverage your resources
- Elimination or correction of zero-value and low-value activities
- Expert guidance for rewarding and reinforcing positive change
- A repeatable methodology for understanding and addressing customer needs as they evolve

Reap the Benefits

The **Nolan Service Quality Process** equips banks with relevant insights and proven processes to stay in step with changing customer preferences. By structuring the banking experience around the things that are most important to the customer, financial institutions can look forward to:

- Reduced operational expenses due to enhanced accuracy and efficiency
- Faster cycle times, driven by proactive process management
- Solving problems on the spot using a “one and done” approach to customer service
- Invaluable word-of-mouth marketing from delighted customers
- Increased retention and growth

Banking Experts

Our consultants are seasoned banking professionals whose deep industry experience gives our clients an informed, unbiased view of the people, processes, and technologies that impact your business. Nolan’s firsthand expertise gives us unmatched insight into the problems you face and puts us in a unique position to help you optimize your organization to deliver exceptional customer experiences.

Experience That Works For You

For 40 years, The Nolan Company has helped businesses improve service, quality, productivity, and profitability through process innovation and effective use of technology. We’re experts in developing operational and technology solutions that deliver immediate results and lasting outcomes — and we’re committed to working with you from assessment through implementation.



LET'S TALK!

To learn more about Nolan's comprehensive approach to service quality management, or any other operational or technology issues, visit renolan.com or call (800) 248-3742.