

Case study



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Kobie Moolman, Regional Manager Nedbank Private Bank Division

The industry: Services, Financial, Banks and Financial Institutions

The location: South Africa

Number of field sales: 16-25

The background:

Nedbank Ltd is one of the leading banking institutions in South Africa, the Nedbank Private Bank Division being responsible for the management and delivery of service excellence to the clients of the Private Bank Division.

The enquiry:

Client surveys showed consistently two areas of concern from the client's perspective – a perceived lack of availability when the client needed assistance and a perceived lack of pro activeness on behalf of the Private Bankers in managing the clients' banking requirements.

The feeling amongst the Private Bank management was that too much time was being spent on administration activities and not enough time devoted to client visits and pro active development of client relationships.

The success:

After meeting with i-snapshot in March 2008, Kobie decided that the solution i-snapshot offered was what was needed. “It would give us a very good understanding of the time and activity management of the Private Bankers, which we could then relate and compare to the feedback we had from our client surveys.

“I saw that i-snapshot was used in other industry sectors and wondered how this could be relevant to the banking industry, an industry by nature quite different to these more traditional sales environments. The result for us was that within the first three months we saw a marked increase in sales activity amongst our Private Bankers. In addition to this we were able to use this sales activity information in our staff performance review process, which proved invaluable to our staff management and development.”

In summary Kobie says, “Our involvement with i-snapshot was to run a six month pilot project as a means to developing a better understanding between our clients and our Private Bankers, which allowed us to refocus and align our sales and inter personal relationship activities to our overall business strategy, that of delivering a world class service.”

Kobie goes on to say, “i-snapshot has provided a very valuable tool in getting us to understand our sales activity. Through this understanding, it has allowed us to structure our client relationship management and delivery of service excellence in line with our vision and overall business strategy – to position Nedbank Private Bank brand as the premier private bank in Southern Africa in the next two or three years.”

He concludes, “Delivering world-class service experience to clients is key to the success of this strategy. We also aim to create a benchmark that other people can emulate and follow. The majority of our clients are looking for lifestyle based solutions; we have implemented a service strategy which I think will differentiate Nedbank Private Bank from other banks.”



i-snapshot

Driving Sales Performance

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