

STRATEGIC COMMUNICATIONS

GUARANTY BANK – MOMENTUM CAMPAIGN

CHALLENGE:

To engage employees so they understand and live out Guaranty Bank's renewed focus on customer service, both internally and externally.

TARGET:

Current bank employees.

SOLUTION:

The campaign was named Momentum to signify Guaranty Bank's continuous forward progress, to show that customer service is delivered in the *moment*, and to demonstrate leadership's ongoing commitment to the bank's focus on internal and external customer service.

Through a monthly "Meeting in a Box," we creatively equipped corporate and branch managers with tools and engagement activities so they could educate, train and practice customer service excellence. The bank aimed to improve both employee-to-employee interactions and employee-to-customer interactions. Each month covered one of the four new service expectations: Pride, Professionalism, Positivity and Passion.

We sent one "Meeting in a Box" to all Guaranty Bank managers across five states each month for four months. Each "meeting" was delivered in a heavy duty cardboard box branded for the company-wide Momentum campaign. Momentum touched each of the bank's 1,300 employees, including back office support and call center personnel.

Every box contained the following:

- Manager instructions for what to do with the items inside the box
- Manager talking points around service expectation of the month
- Vinyl magnetic clings for teller stations
- Posters for the branch office

Special items in the boxes:

- Wristbands with response cards to help employees
- Role play scenarios for managers
- Certificates for managers to recognize employees
- "Way to go!" note pads for peer-to-peer employee recognition

- Video instructions to help managers take videos of great customer service moments
- “Make it last” lollipops

Even the fun items in the boxes had strategy behind them. Every employee wore a wristband to show his/her dedication to customer service and referenced answers from the response card if customers asked about the wristband. The role play scenarios were designed to assess employees’ grasp of the new service focus through lifelike situations. Employees were encouraged to make videos of themselves or of their coworkers executing great service. One group of employees who named themselves “The Dream Team,” created a great video that the bank shared with all the branch managers. The last box included a lollipop for every individual employee, that had a Momentum sticker on it, and the slogan “make it last.” The slogan was a fun pun to show Guaranty Bank’s commitment to making quality customer service last. In order to help ensure this commitment continued, all of the campaign items were posted to the company’s intranet, shared in the employee newsletter and talked about at manager and staff meetings.

OUTCOME:

The team received positive responses from managers and employees about the “Meetings in a Box.” Guaranty Bank also loved the Momentum logo and they continue to implement it into their branded customer service training program. The successful Momentum campaign was built into performance reviews, new employee training, and ongoing customer service training. Following the campaign, Guaranty Bank introduced its first-ever customer service class that was branded as Momentum, which every employee, including the chairman and CEO, was required to attend. The Momentum customer service class has led the bank to create a full-fledged customer service curriculum that includes courses for all levels of the organization. The bank also created a Momentum discussion board on its intranet. Guaranty Bank has been especially pleased that the peer-to-peer recognition on the Momentum discussion board is bridging the traditional gap between branch employees and back office employees. Momentum has become integrated into the Guaranty Bank culture!

The Guaranty Bank-Bottom Line team also received a 2014 Gold Hermes Award for the campaign. Additionally, we worked closely with the bank’s vice president of corporate communications to align the campaign messages, tone, look and feel with the bank’s integration of its customer service focus. As a result, we developed a keen understanding of the bank’s culture and are better equipped to support future projects.