

# Video Collaboration Increases Sales for U.K. Financial Firm

Nationwide had to make it easier to meet with a mortgage consultant. At a time that suited the customer rather than the company. The answer was Cisco® Remote Expert Smart Solution for Retail Banking.

“We’ve increased customer satisfaction and staff efficiency while at the same time growing mortgage sales. The business case in favor of the Cisco solution stacked up quickly.”

- Andrew Nation, Senior Manager, Future Customer Outcomes, Nationwide

## Case Study | Nationwide Building Society

Size: 15,000 employees

Location: United Kingdom

Industry: Financial Services





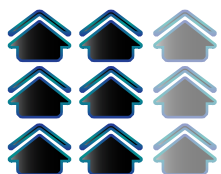
“To provide the best possible service, we wanted to find a way to increase capacity.”

- Andrew Nation, Senior Manager, Future Customer Outcomes, Nationwide

# Slow appointments cause fast customer leakage

The answer's virtual. Delight clients. Offer almost-instant mortgage consultations.

Mortgage consultants used to visit local branches. Finding slots that fitted customers' lifestyles wasn't easy. So now they meet via video. Success proven by great customer experience and new business uplift.



**2/3rds rise  
in business**  
Against baseline  
mortgage-selling rate



**Greater efficiency**  
2/3rds reduction in cost  
of sale

## Loyalty only goes so far

Over a third of people surveyed said they'd have gone to another provider if they'd not been able to get an instant appointment.

## Brilliant service is key

Mortgage applicants took a short survey. 98% said Remote Expert was excellent or good replacement for face-to-face meetings.



Mortgage consultants are more efficient. They don't need to visit small branches so often. The company's cut its carbon footprint.







Technical

“When we had problems and needed to catch up, Cisco Services brought a global expert over from New York. That helped recover lost days.”

- Andrew Nation, Senior Manager, Future Customer Outcomes, Nationwide

## End-to-end design, backed by global experts



Cisco® Remote Expert was run across six branches in Wales and the north of England. In each case, a private space was set up. A video screen linked to four contact center-based mortgage consultants. Now branch clerks use IM to check who's free for a video call. Customers see and talk with the advisor in real time. They're able to review documents and mortgage choices, with print-outs for review or signature.

### Cisco Services made the difference

The solution is hosted on Cisco servers with Unified Contact Center, TelePresence®, and Unified Border Element Enterprise Edition. Cisco Services produced high-level and low-level designs. Also software set up, testing, and knowledge transfer. BT and Computacenter supported the project.



### Research confirmed

Not having to wait made customers happy

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**US \$0.76 a mile**

That's a travel saving that soon adds up

