



nextlevel
PERFORMANCE



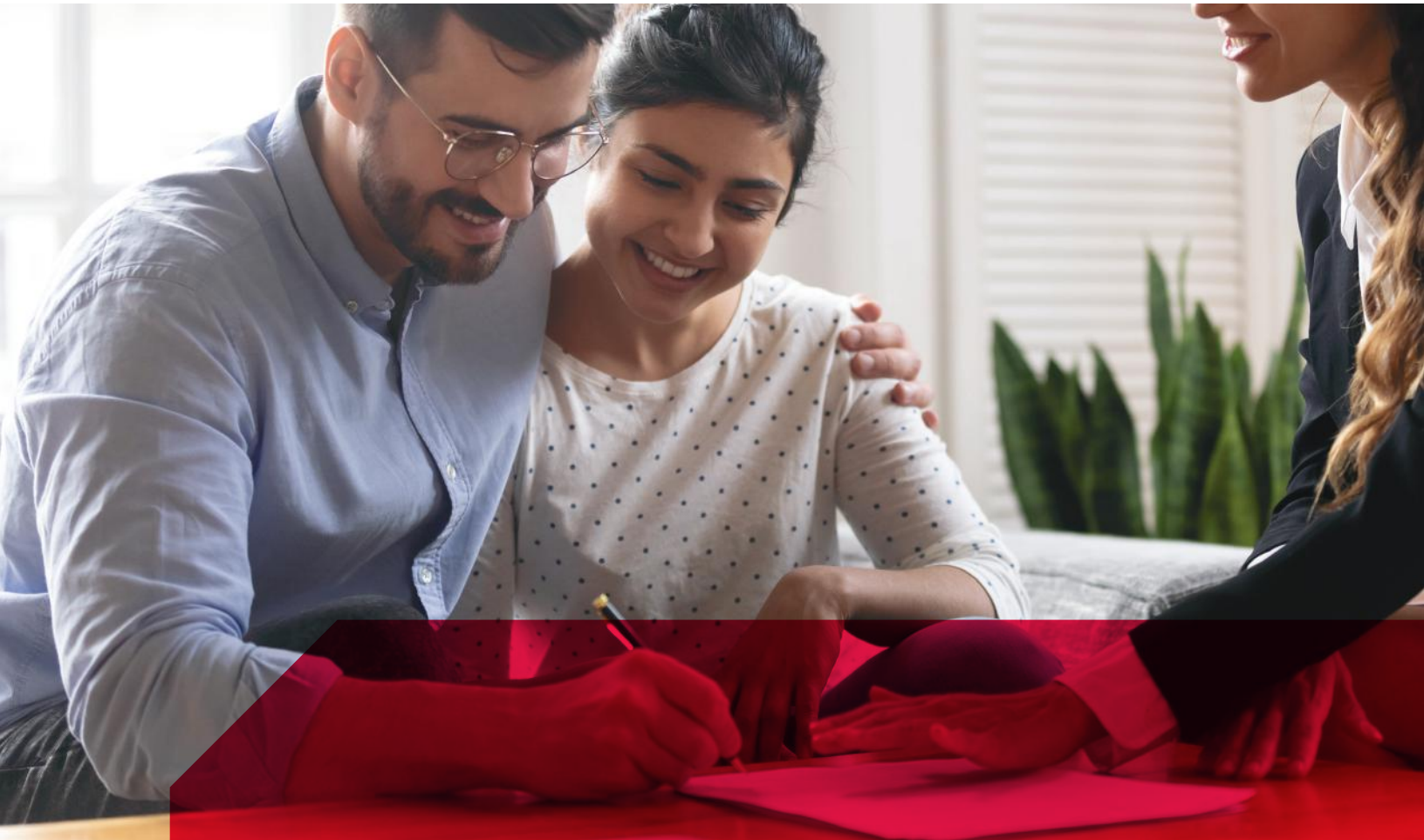
Success Story

DO THE RIGHT THING

145,000

NEW CUSTOMERS IN ONE YEAR

A Regional Bank Commits to “Do the Right Thing”



The Story

A regional bank holding company wanted to grow their business. Their goal was to focus on engaging their colleagues and living their values to “Do the Right Thing.” The bank wanted to rebuild trust among its customers, shareholders and colleagues (employees) by leveraging the bank’s most important asset - its people.

The Challenge

As brand ambassadors to customers, the company believed that for the brand promise to be credible externally—colleagues had to embrace it internally.



THE SOLUTION

Next Level's first step was to re-introduce a Years-of-Service program that had been suspended. Colleagues who would have received rewards during the years the program was suspended were able to claim those rewards. It also introduced two new employee programs focused on manager to employee and peer to peer recognition.

The next step was to roll out a series of regional Roadshows that allowed colleagues to hear in-person from senior leadership how the company was living their values. These Roadshows were held in 11 locations in 6 days, and 3,700 colleagues attended.

Lastly, Next Level Performance helped organize the sales contest where colleagues were rewarded with a coveted spot at a sales rally in Chicago.

The Success

Its focus on "Do the Right Thing" has had a strong effect on its colleagues and, consequently, its customers, too. Ultimately, the program resulted in an additional **145,000 new customers in one year.**

