





## The Challenge

### Increased customer satisfaction

Barclays wanted to improve its brand image and customer service. The Business Banking team were set a series of ambitious targets, including a 5-point increase in customer satisfaction. In order to achieve these goals, it would be essential to understand which individual skills, knowledge, and behaviours needed to improve. Silent Edge's approach to individual assessment would be crucial, helping to uncover individual needs and provide a blueprint for highly-personalised development for all 300 members of the team.

## The Results

- Achieved a 9+ point increase in customer satisfaction – almost double the target
- Met the 15% targeted increase in lending
- Met or exceeded all of Barclays' targets
- Developed a more customer-centric service within Barclays

"There are many people in the industry that claim they can help you grow sales force effectiveness. In Barclays, I chose Silent Edge because there wasn't much fluff. It was cold, hard facts linked to diagnostic tools. If you are looking to use Silent Edge, then there is a very clear linkage to return on investment, which you don't necessarily get with others."

Sales and Services Director, Barclays