

Case Study

COMPANY

Islamic bank in Kuwait

INDUSTRY

The bank had a fragmented and inconsistent approach to both sales and service—some bank branch offices gave exceptional service, while other branches did not. Its training materials were home-grown, and it lacked a methodology to encourage increased sales and better service.

STRATEGY

A corporate business panel brought in AchieveGlobal Middle East based on its methodology, return on investment measures, and ability to understand the banking environment. Training was provided by certified internal trainers who then delivered AchieveGlobal content to the staff. In the first year, 150 salespeople went through AchieveGlobal's *Professional Selling Skills*® course and 300 went through the *Creating Stellar Customer Relations*® course. In the second year, an additional 75 people in sales and 200 in service were trained.

RESULTS

In two years, Boubyan's sales and service functions have become standardized throughout all bank branches. And, bank personnel have become much more customer-centric: Boubyan Bank is now the highest-rated organization for customer satisfaction in Kuwait, as well as the fastest-growing Islamic bank in the world.

AchieveGlobal Middle East Helps Boubyan Bank Rise to the Top in Customer Satisfaction

In Kuwait, the highest-rated organization for customer satisfaction is ... Boubyan Bank.

So says Service Hero, an international organization that measures customer satisfaction on more than 350 brands in 17 service industries (banks, restaurants, specialty stores, clothes, auto dealers, supermarkets, etc.) Boubyan Bank – the fastest-growing Islamic bank in the world - beat them all.



*Rashaad Price,
Executive Manager of the
Human Resources Group*

It wasn't always that way. In fact, when Rashaad Price, Executive Manager of the Human Resources Group, arrived in mid-2013, he found a fragmented and inconsistent approach to both sales and service. Some bank branch offices gave exceptional service, while other branches did not.

Rashaad says, "I had an issue with the bank's approach to sales and service. I thought it was good, but we needed it to be better than good. I felt that we were lagging behind the other banks in Kuwait, both in terms of sales performance and reputation as a customer-service organization."

While the bank had homegrown training material, it lacked a methodology to encourage increased sales and better service.

Prior to joining Boubyan, Rashaad spent five years as the Learning and Talent Manager at Standard Bank of South Africa, where he implemented the sales and service methodologies offered by AchieveGlobal. He says, "What I liked about AchieveGlobal was that their course material was based on research. It's well-founded and well-structured."

While Rashaad made a recommendation to bring in AchieveGlobal Middle East, the decision was made by a corporate business panel. They based their decision on the vendor's methodology, return on investment measures, and its ability to understand the banking environment.

Their choice was AchieveGlobal Middle East.



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Matt Somers, CEO of AchieveGlobal Middle East, reports on the training provided. “Our job was to certify internal trainers who then deliver AchieveGlobal content to the staff. The bank picked good internal trainers who completed our certification program and then did a remarkably good job in taking our content and adding real-life examples, which made the coursework more local, interesting, and relevant.”

In the first year, 150 salespeople went through AchieveGlobal’s *Professional Selling Skills*® course, and 300 went through the *Creating Stellar Customer Relations*® course. In the second year, an additional 75 people in sales and 200 in service were trained.

In two years, Boubyan’s sales and service functions have become standardized throughout all bank branches. Bank personnel have become much more customer-centric. Rashaad says, “The voice of the customer is now heard. Before it was just ‘This is the product, these are the features, this is what we got.’”

This change in attitude has not gone unnoticed by the bank’s customers. The Service Hero award is the customer’s voice proclaiming Boubyan’s service is the best in the country. Rashaad says, “The award has catapulted us to being perceived as the vanguard of customer service in Kuwait. Within our country we are seen as a great example of what customer service is all about.”

AchieveGlobal Middle East created a common ground for the service that branch personnel have adopted. Rashaad notes, “It’s not just the training, though. It’s a combination of support from the branch managers, the expertise of the coaches and trainers, plus the methodology of AchieveGlobal. We also have a customer-experience management area that monitors customer service. And finally, we have very strong and supportive leadership within the consumer banking groups.”

Would Rashaad recommend AchieveGlobal Middle East to others?

He says, “I give a strong recommendation to AchieveGlobal Middle East. AchieveGlobal content is grounded in research, so it is thorough and reliable. They focused on our requirements and delivered just what we needed.”

