



Bank of the West won an Innovation Award in 2009 for the Future Bank Initiative Project.

To talk about it we are today with Janet Simpson. Hello!

Hello!

Janet you are Senior Vice-President of Bank of the West and Program Manager for the Future Bank Initiative. Could you please briefly present Bank of the West?

Sure, Bank of the West is based out of San Francisco in the United States. We are a 60bn dollar financial organisation and a part of BNP Paribas Group. We currently are in 19 states and we have about 700 locations that service our customer base.

Can you tell us now about the "Future Bank Initiative" project?

What it is is truly evolving our retail banking operating model. So Future Bank really is laying the foundation and starting with our largest channel, which is the branch system. And we needed to upgrade our technology, to include image technology. We needed to look at our operations and where is it that we can reduce the administrative and operational activities in the branches to free up their time, the bankers' time to be able to dedicate more in-depth conversations with our customer base. We also wanted to evolve our sales culture and introduce a customer contact strategy, which is a much more proactive outbound contact of the customer for relevant discussions, and all of that takes a lot of communication and training to change the behaviours of our work force out in the field.

What are the benefits for the customers and for Bank of the West?

Well, for the customers there are tremendous benefits. So through the Future Bank initiative, we've upgraded to what we call the Touch Point System, and it now brings all of this customer information together in the one place for the banker, and it truly has a 360° view of the customer's relationship with us. So, when a customer contacts a branch or an office or the call centre, everybody has access to that client's file, and so we can see all the products and services that the customer has with us. Or if they had a problem, it's documented in there. So it's really improved our level of customer satisfaction, which the Bank of the West actually won the JD Power and Associates top customer satisfaction in the western region. We also have the ability to take a look at what's the next best product for the customer. So the customers are seeing much quicker service. And a better level of service because we know what's going on with them. And then for the bank bottom line this is increasing our revenue. We are increasing our sales, our satisfaction, and our revenue to the bottom line.

Janet Simpson, thank you very much !