

BANKING

INCREASING REVENUES THROUGH INNOVATION

FIRST ELEMENT OF PROFITABILITY

Keep Your Existing Customers

It costs six times more to find a new depositor compared with an existing one. That is why customer service is so important:

1. CUSTOMER SERVICE is directly related to profits; it's the lifeblood of any organization. Since 1985 ESP has helped thousands of financial institutions (including some of the largest) throughout the USA improve their **customer service** via tailored **mystery shopping** programs. In fact ESP has reported over 5 million shops in the last 24 years. ESP's programs pinpoint accurately areas of concern in employee behavior and product knowledge. This is crucial to the profitability of any bank – after all, no matter how good your products or services are, it takes just one inept or rude employee to negate all of your advertising and overhead dollars. Surely, if a weak link exists, you'd want to know about it? **Fact:** 95% of dissatisfied consumers do not complain—they simply do not return! This makes it extremely likely that there may be problems in your company that you are unaware of?



Mystery Shopping is a sure way of providing rapid, unbiased and accurate feedback. It will enable you to pinpoint areas where improvements will have the greatest impact. Naturally, the quality of our evaluators is of paramount importance.

Our Evaluators



The quality of our shoppers (we call them 'evaluators') is an essential ingredient of our feedback. That is why we utilize only the finest **shoppers**—highly qualified, selected and trained. By drawing from our data base of over 600,000 shoppers, nation-wide and by continually monitoring and grading them, we can assure our clients of the finest, most accurate and cost-effective evaluations. Our web-based on-line setup enables us to perform shops in any city, in any state, and at a moment's notice.

2. SALES-ENHANCEMENT

Are they Order-takers or Promoters?

How many potential customers or sales are lost because of inept salesmanship? Since deregulation banking has become extremely competitive. No longer can banks or financial institutions rely on their reputation or advertising to get new business. Their services have to be **SOLD**. We cannot rely on sales data to tell us what customers or sales you've lost or **WHY** you've lost them? **Mystery Shopping can!** It will pinpoint trouble spots in real time. This data will separate order-takers from real promoters.

Attitude

You only get one opportunity to make a good first impression. Whether the initial contact is via the phone or in person, an enthusiastic and professional individual will undoubtedly set the tone for a top-notch customer service experience. The question must be asked—are our employees doing everything that they should be doing? ESP’s proven questionnaires and scorecards have been designed to determine if indeed they have.

3. TYPES OF MYSTERY SHOPPING

1. TELEPHONE

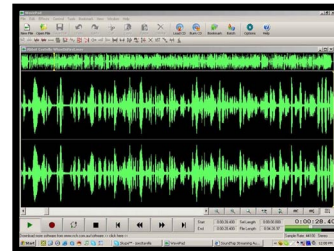
Telephone Shops

Are they selling the appointment? When we evaluate a company’s telephone performance we take note of many issues. A professionally designed questionnaire produces a scorecard, which accurately measures if indeed the employee/salesperson has the ability to sell the appointment (to ‘come on in’). A very attractive feature is our ability to record digitally each phone-call so that the actual recording can be E-mailed directly to the client or relevant department. We also provide the option of placing recordings in CD format. These recordings are extremely helpful training tools.



Recording the call.

In addition, we provide a scorecard, which reflects the overall quality of the call—the greeting, qualification, presentation and closing the visit. Because it can be presented in spreadsheet format it is very simple to measure trends. That way we can evaluate the success of any training or corrective actions.



Employees handling a telephone inquiry, whether it’s in the bank or in a call center have to project an extra strong verbal approach. Their goal should be to “sell the appointment,” as opposed to closing a sale. Too much or too little information can be detrimental to the final outcome. Our digital recordings can be sent electronically—excellent for training.

2. FACE-TO-FACE

After 24 years in the business we are confident that we know exactly what “things” your bankers should be doing or saying.. These “things” are the essence of our shopping reports and are



supplemented with narratives or comments.

Our 600,000 highly qualified evaluators, nationwide enable us to perform shops quickly, efficiently and accurately in almost in city in any state, and at a moment’s notice.

Reporting Methodologies

- Scorecard plus narrative
- Digital recording plus scorecard.
- Color bar charts & spreadsheets.

This kind of information provides detailed data of performances by question, by department, by mode, by city, by state and by company.

3. TELLERS



Tellers represent the bank's front line. Existing depositors or potential customers come into contact with them far more often than any other bank employee. Thus, a teller has the opportunity and knowledge to recommend a banking officer to a depositor or visitor. In spite of these facts tellers are often underappreciated. A top-notch teller, in addition to receiving deposits or cashing checks will promote the bank's services and refer the customer to the appropriate consumer banker.

4. THE ADD-ON SALE – CROSS SELLING

In this competitive world banks have to increase their bottom line by “pushing” the importance of the add-on sale. Constant mystery shopping feedback helps employees to become much better promoters. This information helps employees to increase or preserve sales through the “add-on” or “Cross-Sell” philosophy.

Obviously, your bank's primary objective should be to sign on a new depositor but the real profit lies in the ability of the banker to **persuade** the consumer to commit to add-on items such as a savings account or a CD? Mystery shopping is of incredible value because it tells you exactly what your bankers are omitting from their presentations so that corrective action can be made in real time.

5. REPORTING TECHNIQUES

We have developed a web-based reporting dashboard, which allows you, or anyone you authorize, to access data (current and historical). It also allows you to generate bar charts and graphs to make comparisons. **This is the most significant development in our industry and is surprisingly inexpensive.**

We offer:

- o Scorecard plus narrative
- o Digital recording plus scorecard.
- o Color bar charts & spreadsheets.

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6. TRAINING METHODOLOGIES

It makes no sense to establish deficiencies if no corrective actions are taken.

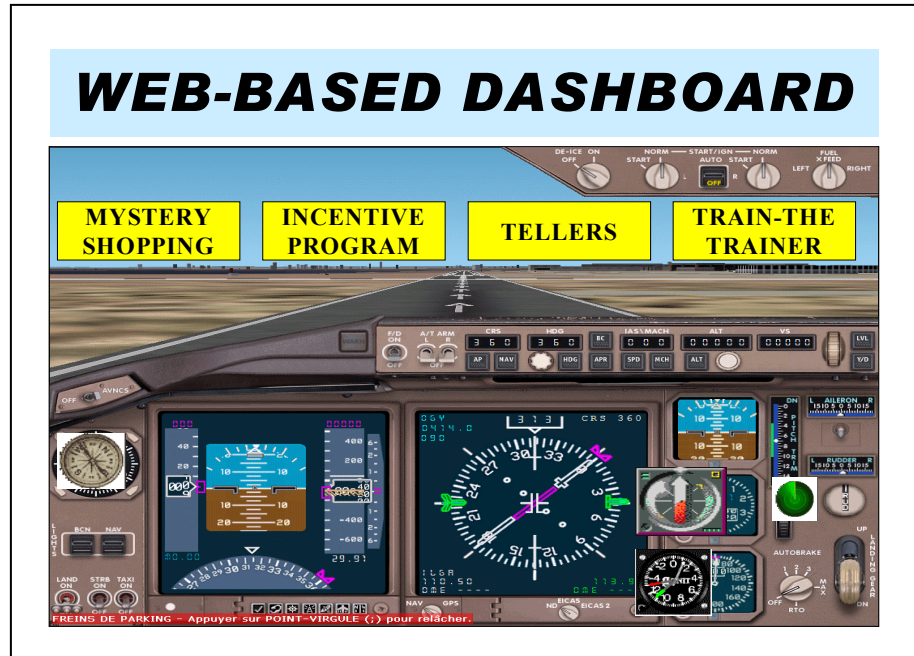
TRAIN THE TRAINER– with customized production quality content. We can produce these in booklet or CD form.

E LEARNING — Train thousands of employees on line using our advanced multi media technology. This is a perfect training solution, where a bank has multiple branches in different cities or states.

Web One-Click Reporting

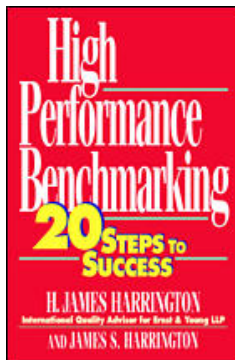
We offer the ability to provide all the data in real time, on a web site dedicated to your specific company. This is extremely user-friendly and recommended for companies with multiple locations.

There must be a reason why so many self-storage facilities have contracted with ESP.



7. BENCHMARKING

ESP has been featured in many major publications, as an innovator in the art of comparing products, product mix, services, customer service and prices. In particular we have in-depth information as to how other companies in the various categories perform. This information provides your organization with benchmarks for future aspirations. According to H. James Harrington in his highly acclaimed book 'High Performance Benchmarking – 20 steps to success,' where ESP is prominently featured, companies can benefit greatly from benchmarking by as much as 2000%. He states, *“No matter how good your organization is, or how well regarded your products and/or services are, you cannot stop improving. You cannot stand still. When you do, you really are not standing still; you are slipping backward, because your competition is constantly improving. One of the best ways to keep improving your organization is to benchmark. In the last 10 years, process benchmarking has become the “in” thing to do. Ernst & Young LLP and the American Quality Foundation conducted an extensive international quality study that found a statistical correlation between benchmarking and organizational performance (profit, productivity,, and quality. Benchmarking is one of the few management practices that can be statistically validated as being a key driver for improvement in the best organizations.”*



8. TRAINING

After 20 plus years in the business ESP has accumulated innovative training programs dedicated to enhancing customer service and sales skills. We believe strongly in 'train-the-trainer' formats. Not only is this much more cost effective than bringing in outside experts, it also motivates those individuals who perform the training. ESP has various on-line training formats



According to experts in the field, companies who provide training to their employees have stock returns fifteen times those that don't.

9. MONTHLY REPORTS & ANALYSIS

We have on staff Ph.D. employees who can test the validity of evaluations. Furthermore, we offer monthly reports which not only report for that month but which point out trends and comparisons with previous months