



Blazing a trail in customer experience

Nationwide Building Society

In 2010, Nationwide set out on a pioneering journey to transform customer experience. Today, the building society is one of the top-10 best service brands in Britain, climbing more than 40 places in our 'Customer Experience Excellence' rankings.

We've been with Nationwide every step of the way, creating a new technology platform to help the building society understand what customers feel about the service they've received, right at moment when the interaction is complete. That's especially important to an organisation that is owned by its customers.

KPMG's sophisticated analytics sift customer comments from online surveys and telephone interviews to measure satisfaction levels, identify the root causes of issues and identify priorities for improvement.

We've used these insights to help managers in Nationwide branches and call centres create practical action plans to resolve issues and improve the customer experience. When combined with Nationwide's comprehensive focus on service culture, we've helped them become a truly customer-centric business that sets the bar on customer experience across sectors, not just in banking.

We deliver the results that matter.

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