



AWARD WINNING  
**CASE STUDY.**  
LISTEN TO OUR CUSTOMER.

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The right mindset and behavior to create  
more customer ambassadors

## SPRING! ACADEMY.

**Continuously responding to the needs of the customers of a large Dutch bank, required a change to the organization and the way of working.** To support this change, the Spring! Academy focused on improving three competences:

- Best interest of the customer is central
- Collaboration
- Continuous improvement

These three competences were the most important underlying characteristics that influenced the behavior of employees.

The role of the Spring! Academy is to train Retail employees to put customers more at the center of the bank's services.

## APPROACH.

The chosen design was a blended program with a combination of:

- **Video / Audio roleplays** (via TrainTool) before the live training to stimulate people around the need for new skills
- **A 1-day BOOSTcamp** (live training) aimed at triggering people's intrinsic motivation and making them aware of their impact on customers
- **A digital reinforcement program** afterwards focused on the long-term retention of new behavior and skills

## THE KEY LAY IN ATTITUDE AND BEHAVIOR.

Attitude & behavior were shown to be the elements that played an important role in whether customers were promoters or detractors of the bank. The content of the Listen to Our Customer program was fully developed around these themes:

- Proactiveness
- Personal approach
- Friendliness
- Listening

With an important objective that employees learn to put the customer interest first.

## RESULTS.

Employee engagement rose from -4 to +8

**NPS increased 6 points over the previous year**

## CUSTOMIZED PROGRAM DESIGNED FOR RESULTS.

The impact is characterized by a smart design to make participants aware of their learning objectives as quickly as possible. This “oh shit” moment makes people realize that they can do more for customers when they listen and engage with the customer.

Team leaders and coaches have followed their own program aimed at guaranteeing new behavior in practice.

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## CRITICAL SUCCESS FACTORS.

### **Close cooperation**

The design, implementation and roll-out was a shared responsibility between EarlyBridge and the bank's Learning & Development department in close collaboration with the business

### **Blended approach**

Creativity of the blended approach before, during and after the live training to increase the impact

### **Change management**

Structured change management whereby the program was discussed every week between all parties in the learning chain

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## INTERNATIONAL RECOGNITION FOR CHANGE MANAGEMENT.

This case was awarded the prestigious Association of Talent Development Excellence in Practice Award for Change Management. This accolade highlights the exceptional impact and effectiveness of the program in transforming leadership practices and fostering cultural change within the organization. The program not only improved internal dynamics but also led to significant enhancements in customer experience, reflected in a strong increase in the Net Promoter Score (NPS). Additionally, the program achieved higher employee engagement, which was crucial to the organization's success. The award confirms the case as a leading example of successful change management strategies that directly contribute to improved customer satisfaction, loyalty, and employee motivation.

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## ABOUT EARLYBRIDGE.

**EarlyBridge** sets organizations in motion. We build bridges between people, between leaders and their teams. Because results start with people. EarlyBridge develops and implements leadership and team development programs. We help organizations, teams and individuals break out of ineffective patterns and break through to new levels of performance. Through a combination of advice, training, and coaching, we translate strategy into action through a combination of theory and practice to contribute to sustainable behavior change.



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