

## Case Study: Capital City Bank

### Improving Overall Client Service With Dotcomments' InTouch System

#### Opportunity

With \$2.6 billion in assets, Capital City Bank is one of the most dynamic financial institutions in the Southeast. From its headquarters in Tallahassee, FL, Capital City Bank services thousands of clients in Florida, Georgia and Alabama. To achieve the goal of consistently providing a best-in-class retail banking experience to its clients throughout its footprint, Capital City Bank turned to Dotcomments, a consultancy that provides frontline effectiveness solutions to banks. The innovative program Dotcomments provided, called InTouch, enabled Capital City to achieve its goals while also adding continuity to sales and service training, reducing the negative effects of turnover, and increasing needs-based selling activity on the frontlines.



#### Solution

The InTouch solution harnesses the voices of Capital City Bank clients and the power of technology to deliver highly actionable information to the bank about the sales and service behaviors of its entire frontline team. Using electronic answer pads customized for each of Capital City's 69 bank offices, the program enables bank managers to obtain thorough information about the client experience in less than 60 seconds per client. With the clients completing the simple, non-disruptive surveys on site, the bank is able to receive information that is fresh and very accurate. Each answer pad stores the information from clients until each office manager uploads the information to Dotcomments from a secure online connection in the bank. The information forms the basis for a Web-based report that's available to the bank instantaneously.

#### Results

Using Dotcomments' InTouch frontline effectiveness program, office managers at Capital City Bank now have near real-time access to important information about sales and service behaviors from on-site in each bank office. The managers are incorporating the information into their daily and weekly routines by coaching to drive improvements for individual tellers and bankers. In summary, the InTouch program has been instrumental for Capital City in continuing to hone its sales and service culture. By enabling bank frontline managers to optimize the effectiveness of their teams by ensuring the consistent execution of winning sales and service behaviors, InTouch is helping Capital City Bank optimize the retail experience for its clients.