

## Case Study: Synovus Financial Corp.

### **Synovus Doubles Number of Customer-Satisfaction Surveys With Dotcomments' InTouch Frontline Effectiveness Program**

#### **Opportunity**

The \$31 billion-asset Synovus Financial Corp. is known for putting the customer first throughout its 285 branches in Georgia, Tennessee, Alabama, South Carolina and Florida. While the Columbus, GA, bank holding company has recently reached into new markets through acquisitions and de-novo start ups, it certainly has not let up on its focus on organic growth and its commitment to existing markets. As a part of its ongoing commitment to deliver exceptional customer care to each and every customer, Synovus has turned to Dotcomments, a consultancy that provides frontline effectiveness solutions to banks. The innovative program Dotcomments provided, called InTouch, enables

Synovus to achieve its customer care goal while also adding continuity to sales and service training, reducing the negative effects of turnover, and increasing needs-based selling activity on the frontlines in its branches.



#### **Solution**

The InTouch solution harnesses the combined power of the voices of Synovus 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 the Synovus bank branches, 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, very detailed and accurate. Each answer pad stores the information from clients until the branch managers upload the information to Dotcomments from a simple secure telephone 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, bank branch managers at Synovus 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. By enabling bank frontline managers to optimize the effectiveness of their teams, InTouch is going beyond ensuring exceptional customer care. It is also helping branches achieve other important outcomes like increased referral growth and wallet share growth throughout the growing footprint, results that the frontline teams and the rest of the Synovus team are delighted with.