

Driving stronger business results...



Client need

Though poised as one of the fastest growing markets across the globe, the private banking industry in China is experiencing fiercer competition than ever. One of the four largest banks in China saw the glaring need to serve their clients better and drive stronger business results, as a major demographic they serve has developed more complicated needs, much beyond just growth on assets.



The solution...

The bank partnered with BTS to enhance its customer centricity, awareness, trust building and time management. The solution:

- Was a fully customized two-day simulation, contextual to fit the bank's unique needs.
- Ensured accountability and follow up after the two-day program, allowing participants three months to finish three Go-Dos and a coaching call with an expert on these Go-Dos.
- Consisted of two pilot sessions and eight roll-out sessions, covering 505 participants and 226 completed Go-Dos.



Results

Increased client base by **126 total new logos**

An Asset Under Management increase of **\$134 USD**



One of the most impressive and impactful training I've ever had. I used one of the concepts to unearth a clients' deeper need with a gain of \$14.3m and I've recommended this to the training head of my branch.



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