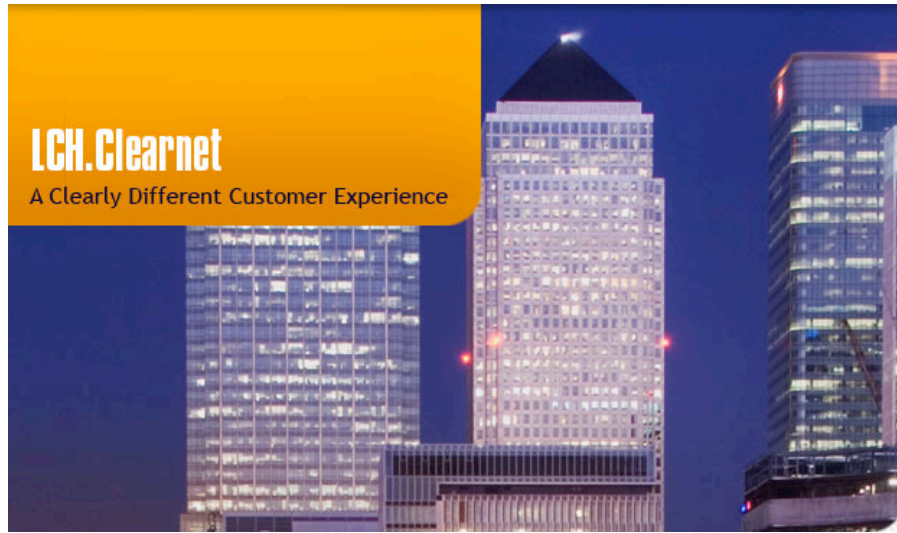


Power Train case study



The issue

LCH.Clearnet is the leading independent clearing house group, serving major international exchanges and platforms. It clears a broad range of asset classes including securities, exchange traded derivatives, commodities, energy, freight, interest rate swaps, credit default swaps and euro and sterling denominated bonds and repos.

It initially required a customer service training programme for approximately 200 staff within its IT department and the Leadership Group. The programme was to equip the targeted staff and Leadership Group with the necessary skills to improve their performance within the customer service chain whilst increasing pride in their work and teams. Overall, it was to increase their ability to deliver against business objectives and customer commitments. The Leadership Group was also to be equipped to provide ongoing support for the staff in the sustained delivery of a new Customer Experience.

What we did

Power Train developed 'A Clearly Different Customer Experience', a bespoke programme designed to drive the delivery of a unique LCH.Clearnet Customer Experience whilst achieving buy-in, results and sustainability through a 'top down' approach. It not only defined and brought to life the 'Vision for Service', but also built on recent service improvements, existing interventions and provided a firm platform for long-term sustainability by management.

The programme addressed a range of key issues by translating the personal awareness achieved by SDI Profiling into behavioural change as demonstrated in real life customer service situations. It also provided a new focus on, and understanding of, customers' needs, differentiated by personality and segmentation. In short, it was designed to harness individual strengths in order to deliver consistently exceptional customer service.

Although the initial brief targeted the programme on the IT department, it was extended to include representatives of other 'back room' functions including Commercial Services, Business Operations, Corporate Strategy and Risk Management.

How we did it

After in-depth on-site research, and prior to rollout, the Power Train delivery team of Training and Actor Consultants conducted a 'Directors Cut' for senior managers and stakeholders. As well as showcasing the programme's Customer Experience and Leadership events, the 'Cut' was designed to gain agreement to the targeted outcomes of the programme, clarify the roles and responsibilities of those attending in ensuring its success and initiate the development of a communication and operational support plan.

The rollout then commenced with delivery of 'A Clearly Different Customer Experience' main events to all targeted staff and the Leadership Group. Developed around our ActNatural and Total Reality concepts, these events were designed to bring to life the new Customer Experience and enable each individual to harness their own personality and strengths in order to play their part in its delivery. A co-ordinated event for the Leadership Group allowed its members to develop and apply the LCH.Clearnet Leadership Mindset and demonstrate the skills which are vital to the ongoing reinforcement and sustainability of the Customer Experience.

Return on investment

LCH.Clearnet reported a noticeable improvement in relationships between the 'backroom' personnel at whom the programme was aimed and front-line customer-facing staff. A clear understanding of the cascade effect of behaviour from management through support functions to the front line was established. This had a discernable and positive impact on the Customer Experience chain, with targeted improvements achieved and sustained.