



## Customer Experience

# Nationwide Building Society

Increase Profitable Wallet-share in Mortgage Lending

## Challenge

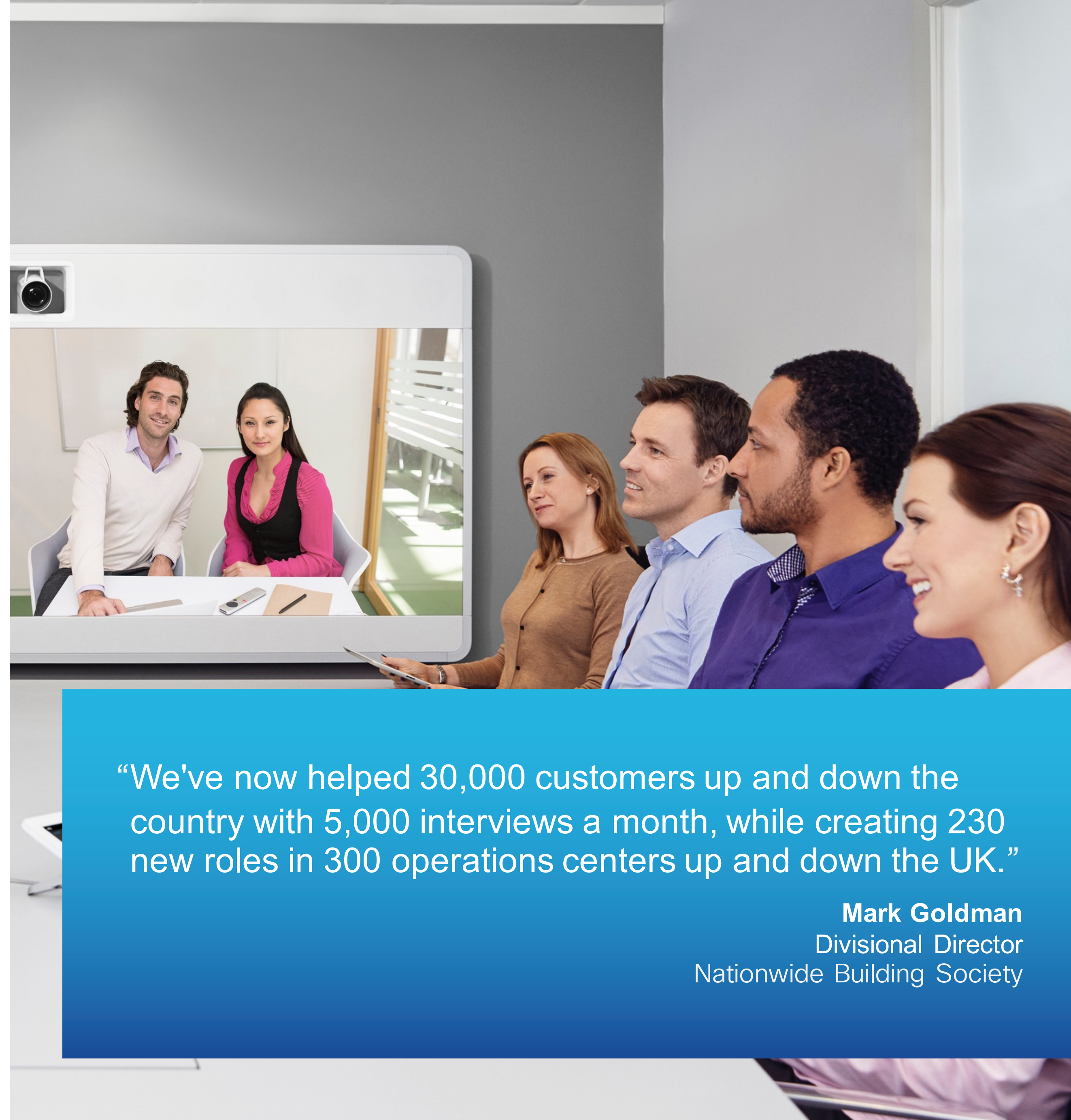
- Improve customer satisfaction
- Close more mortgage sales in branches
- Reduce business losses to competitors

## Digital Transformation

- Customer-facing “Virtual Advisors” enabled by Cisco
- Branch access to central pool of mortgage advisors
- Better manage ad-hoc and scheduled meetings

## Business Outcomes

- Two-thirds improvement in new mortgage business
- Double digit improvement in customer net satisfaction
- Two-thirds reduction in cost of sale



“We've now helped 30,000 customers up and down the country with 5,000 interviews a month, while creating 230 new roles in 300 operations centers up and down the UK.”

**Mark Goldman**  
Divisional Director  
Nationwide Building Society