



# OPINIONMETER

## Case Study

## Bank of America

### Overview

Bank of America is the nation's largest consumer bank and the first to have a truly national retail franchise, with over 5,000 full-service banking centers in 29 states and the District of Columbia. These banking centers collect point-of-sale "voice of the customer" (VOC) data focused on the key drivers of customer delight and dissatisfaction.

### Problem

Today, a single measure captures Top 2 Box score for the banking center level, but detail at the associate level or information regarding the "whys" behind the responses is not available. As a result, it is difficult for a banking center manager to diagnose the root cause of a poor score. Coaching varies by manager and often requires a significant time investment.

The goal is to increase the speed with which banking centers move from one customer satisfaction level to the next. It will also improve the associate coaching experience as managers will have not only personal observation but literally the "voice of the customer" (VOC) to incorporate into their daily coaching.

### Solution

Opinionmeter survey devices were deployed to those banking centers identified as underperforming. The web-enabled devices provide real-time "voice of the customer" feedback at the point-of-sale. Web-based reporting allows managers to view results in aggregate or filtered down to the associate level.

**Smart Coaching:** Based on results from the VOC surveys, Banking Center Managers will create action plans and provide "Smart" (or targeted) coaching based on best practices of high performing banking centers.

### Feedback

***"I found the opinionmeter to be one of the best mediums to capture the voice of the customer at the point of the customer's experience. There is no easier or cheaper way today to capture customer data."***

**Steve Darrish, Senior Vice President  
Bank of America**



Opinionmeter International, Ltd.  
1-800-OPMETER  
www.opinionmeter.com  
info@opinionmeter.com