

ANALYSIS

National City (NCC), a Cleveland, Ohio banking institution for over 100 years had a poor reputation with small business owners. National City recognized a few obstacles in transforming its reputation: defining “small business”, crisis management, and creation of products.

RESEARCH METHODS

Synergy assisted bank management in appropriately defining “small business,” conducting hundreds of one-on-one interviews to gain customer insight, and communicating the bank’s sincerity in building a small business relationships. A series of focus groups were facilitated to identify the products needed by small business owners.

Synergy assisted in project design to suit the small business owner’s needs. Consequently, Synergy conducted numerous sales training programs across the institution.

RESULTS

After working with NCC for over 10 years to grow the Small Business department, Synergy expanded its work with the organization to include a number of projects: internal focus groups; design/implementation of competitive mystery shops; and the design/implementation of a multicultural Business Banking Sales program.

NCC’s Business Banking Initiative has won Small Business Administration awards, and its market share has exploded over the past 10 years. Results of subsequent programs have been strategically instructive. For over a decade, Synergy’s work has been instrumental for NCC (now PNC) to attract and retain profitable customers and loyal employees