



The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | Case Study



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Leading for Engagement

Case Study—Financial Services Client

Background

A major financial services company sought to change the way it handled collection of late loan payments. The business had consistently written off over \$100 million annually in uncollectible debt. The executive in charge of this division had a vision for a new way of doing business which represented a radical departure from traditional collection strategies.

Challenge

Success in implementing this plan hinged on fundamentally changing the nature of interactions between the company representatives and their customers. This would require:

- Company Reps to change existing behaviors
- Reversing a trend of poor customer satisfaction
- Increasing customer follow-through on commitments

Approach

The company provided managers with training, tools, and consulting support that helped them create and execute a plan for implementing the new service approach within their organizations. The approach focused on the following:

- Create a clear link between the new strategy, organizational purpose, and customer interactions
- Develop personal accountability and ownership for adopting new behaviors
- Increase people's readiness for the change

Results

As a result of this process the company was able to significantly change both employee and, in turn, customer behavior to generate significant business outcomes:

- A 60% increase in desired behaviors
- Measurable increases in customer satisfaction around how reps handle transactions
- A 30% increase in “promises kept per hour” – customers following through on payment commitments
- A 29% increase in dollars collected per hour
- Reduced charge-offs by 39% and \$44 million in one year





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About LSA Global

Since 1995, LSA has helped organizations create and maintain competitive advantages through people. Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to experts across many areas

Our Leadership and Management clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.

Our Sales clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our Project Management clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.



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