



*‘Dynamic motivation to improve staff performance and company bottom line’*



## MOTIVATION case study

### Barclays Bank (retail banking)

#### The brief

Barclays Bank was beset by varying standards of merchandising performance in the banking halls across their network of 2000 branches.

The objective was to increase awareness, at grass roots level, of the importance of merchandising standards to Barclays Bank. Furthermore, to improve these standards, across the network, to the point that they reflect in banking hall business improvement.

#### Target audience

2000 Barclays Bank Branch Managers  
133 Bank Cluster Managers

#### Overall strategy

- Define the do's and don'ts of banking hall merchandising performance
- Produce a video tutorial (through the eyes of a mystery shopper) communicating the requirements of perfect merchandising performance
- Structure the branches into Patch leagues for measurement and competition purposes

- Launch the programme on a cascade basis to branch management, using the video and posters to demonstrate the performance requirements and measurement criteria
- Introduce a mystery shopping programme
  - Phase 1, covering all branches with poor performing branches being named and shamed
  - Phase 2, covering just 3 branches in each Patch of 15, and giving all branches in the patch the aggregate score achieved by the 3 that were mystery shopped
- Motivation will be achieved through recognition (performance measuring and reporting / certificates), communication and peer pressure
- The only reward was a Rose Bowl trophy for the winning branch nationally, over the 6 month mystery shopping and reporting period

#### The result

Banking hall merchandising performance greatly improved. Housekeeping standards improved. Sales of Barclays products improved.

Programme ran for 2 years at the insistence of branch management.