

# A Sales and Service Case Study

**Organisation:** *A major Banking & Financial Service organisation venture into Cambodia.*

*Rated in the top 50 global banks by market capitalisation, and operating already in 27 countries, this organisation planned to advance its emergence into Asia by partnering with a successful local business in Cambodia. They entered into a joint venture to create a new Bank which is the first and only Bank to offer ATM's, EFTPOS and Electronic Banking Services in the Country. They plan to open six branches across Cambodia by the end of 2005.*

## **The Business Challenge**

Once staff were recruited, a successful training effort was required to skill people, many of whom had never worked in a bank environment before and only had English as a second language. Additionally, the culture that the organisation sought to embed in the new region was to 'speak out' based on Trust and learning from ones mistakes, attributes that were not natural to the local culture.

## **The Actions taken**

Learning Dimensions International partnered with the Bank to design and deliver customer service, sales, product, and risk management training. Learning Dimensions also project managed the implementation of the first four weeks of the Bank's 'training effort' to ensure that content was aligned to organisational values, programs were scheduled and resourced efficiently, and that it was a seamless and enjoyable experience for staff. The design approach involved leveraging the organisation's existing training material, learning's from previous training in new regions and tailoring to the local culture and market climate.

## **The Business Result**

From day one of the opening of the first branch, staff were:

- living the values to 'speak out' regardless of their status
- living the 5 stars of service, including making eye contact with their customers
- attracting high value clients to the Bank.

Two months after the Bank's launch Learning Dimensions was asked to refine the design and to revisit Cambodia to deliver similar training to 25 additional staff, as well as to further strengthen the culturally appropriate leadership and coaching skills of all managers, including the Senior Executive team.

- "This week has seen us significantly escalate our profile in the market with visits to six of the local Banks and over 30 business customer calls completed since we started in early June"
- "... feedback continues to be extremely positive and (staff) all are incredibly complimentary of the quality and thoroughness of the material and facilitators. Learning Dimensions, and the consultant who undertook a role in assisting with the writing and facilitation of the material have done a fantastic job and are well worth considering for future engagements in the Division"