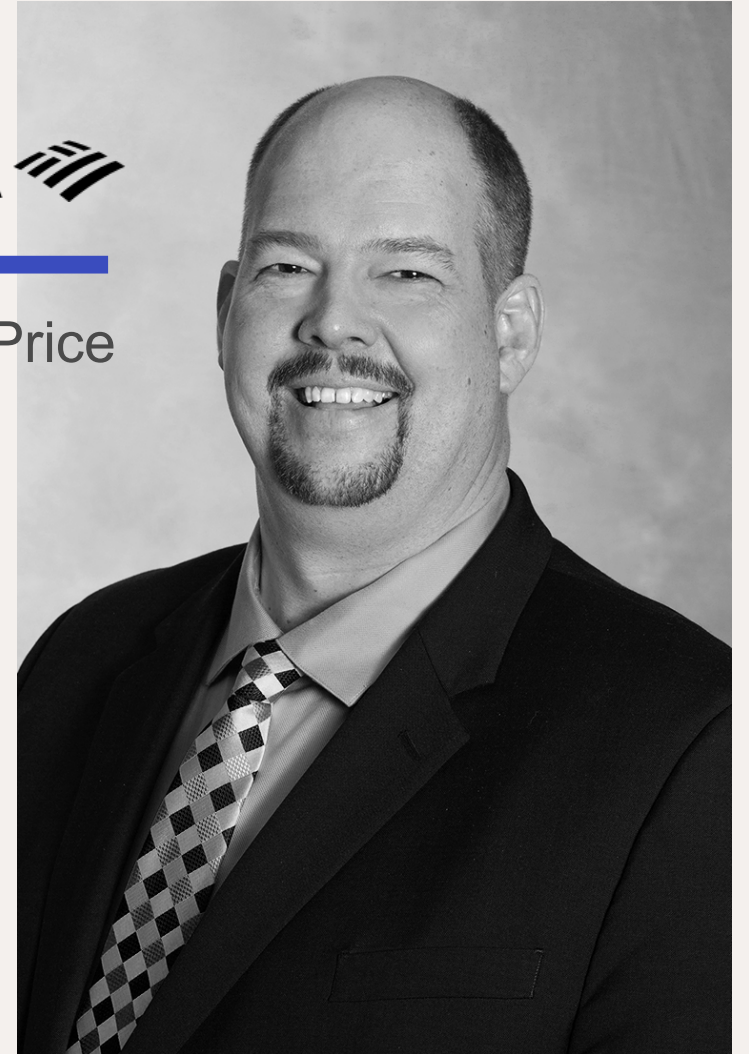


BANK OF AMERICA



David Price



 **MasterCast**

Improving Processes for Teammates

Medallia

The Academy
is Bank of America's
award-winning coaching and
development organization

dedicated to the success of
every client facing employee

in Consumer & Small Business,
Merrill and the Private Bank



Clear and distinct career paths



Ongoing training and development



High-tech learning strategies



Personal training and support





Can I be
SUCCESSFUL
at Bank of America?

Will
Bank of America
CARE
for me?

Will I be
PROUD
to work at
Bank of America?



A high-tech dynamic platform

Teammate Voices enables **continuous improvement** and empowers our leaders to **assess** and **create meaningful change**.

Generation
1

Build Foundation
for The Academy

Generation
2

Enable “always on”
Feedback

Generation
3

Ad Hoc Survey
Process



Teammate Voices Impact at Bank of America



Closed Loop Feedback

Alerts allow for
immediate resolution



Operational Effectiveness

New insights for continuous
improvement



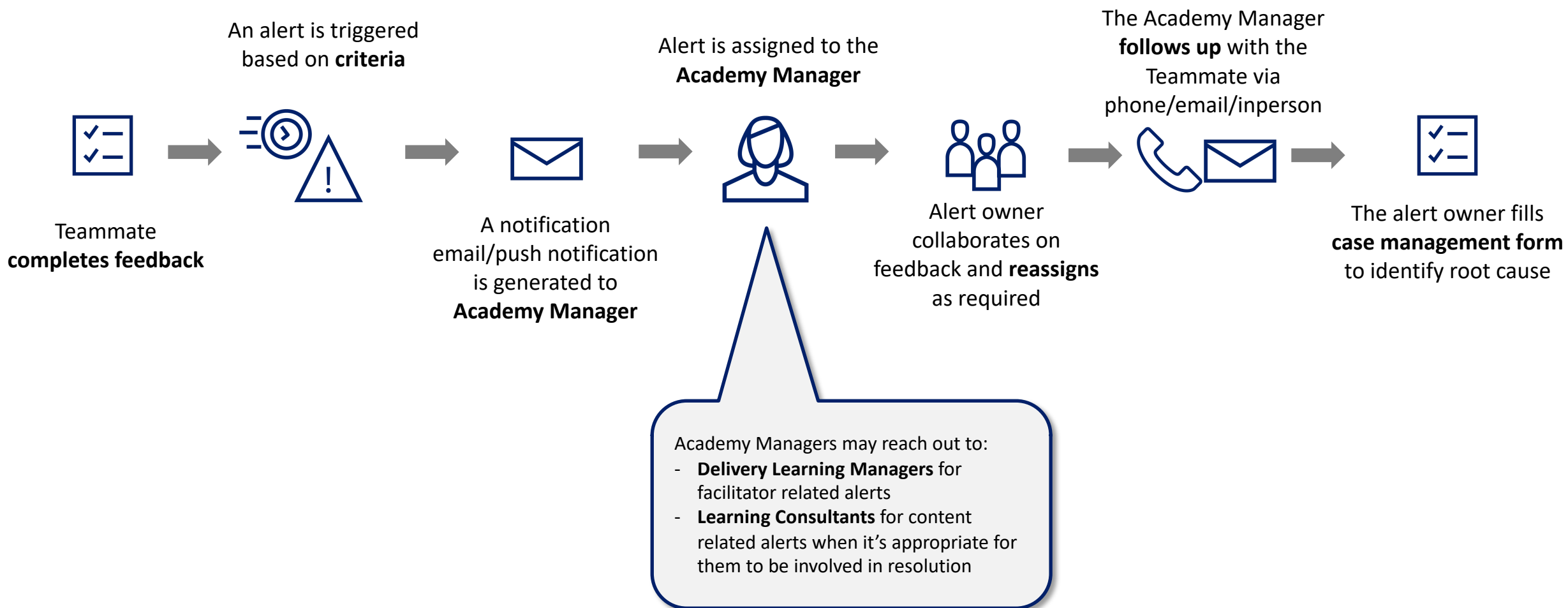
Dynamic reporting dashboards

Deliver real-time feedback and
intelligence to leaders



Artificial intelligence

Ability to analyze verbatim comments
and trends



Teammate Voices

Close the loop allows leaders to reach out to a teammate who has expressed a concern and discover more details about that concern.

Teammate Care



Real-Time Action



Access to Analytics



Formal Feedback Review Process for Strategic Change

Step 1

Gather feedback

Step 2

Monthly review of feedback
with key stakeholders

Step 3

Feedback placed in context of
business plans and priorities

Step 4

Actions taken based
on feedback review

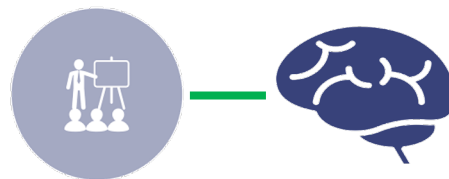


A study was completed on the interactions between teammates who completed Academy programs and how they perform based on client feedback.

Study Highlights – The Process is Working

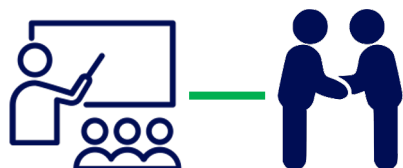
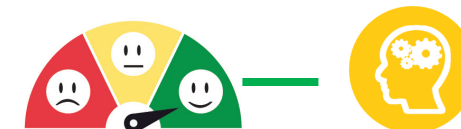
Significant relationship between:

- The **likelihood to recommend score** from an **Academy program** and
- **likelihood to recommend scores** from **clients** who interact with those teammates



Marginally significant relationship to:

- The **overall satisfaction** with the **client's experience**



Significant relationship between:

- The **likelihood to recommend score** from an **Academy program** and
- **knowledge scores** when those teammates interact with **clients**



Marginally significant relationship to:

- The **overall satisfaction** score 60 days after completion of The Academy and the **knowledge scores**