



CASE STUDY

How linking customer and employee experience programs drive better outcomes at Permanent TSB



Medallia has allowed us to obtain feedback in multiple ways to drive actionable results. Linking employee and customer experience has brought the importance, understanding and appreciation of good colleague experiences to the forefront—something everyone now recognises has a massive impact on our customers' experiences.

Karen Hackett
Head of People Experience, Permanent TSB

65% difference in customer NPS* between branches with more engaged employees

1000+ positive changes made based on feedback

7 point increase in employee NPS

Medallia

SUMMARY

Permanent TSB is an Irish retail bank that wanted to build trust with customers through enhancing their engagement and relationships with colleagues and customers.

After evaluating the available options, the bank deployed the Medallia Employee Experience to listen to employees more actively and enhance the bank's trustworthiness.

An annual employee survey, quarterly micro-pulse assessments, and open communications have made employees feel that their voice is being heard and acted upon.

Correlating employee and customer experiences have produced actionable insights linked to the bank's strategic priorities and sense of community, with customer and employee satisfaction significantly increased across key areas of focus.

Evolving company culture to increase trustworthiness

Permanent TSB (PTSB) is a retail bank in the Republic of Ireland with 2500 employees serving more than 1.1 million customers. Since the financial crisis in 2008, PTSB has been working to attract and retain talent, and enhance the bank's trustworthiness with all stakeholders. Central to this is actively evolving its company culture; retaining positive aspects that make the bank unique and altering assumptions, habits, and behaviours that could impede trust and growth.

Over the past few years, PTSB conducted a variety of cultural, diagnostic, and employee experience surveys. This included an annual more traditional survey approach that was not meeting their growing needs or inspiring the actionable insights and change for which they were looking.

The bank wanted more frequent employee assessments to enable real time actionable insights, with the ability to correlate customer and employee experiences, and an assessment of culture and employee experience against strategic priorities. The team evaluated multiple solutions to find a partner with the combination of tools and professional services necessary for an enhanced workplace experience program.

Making every voice count across the experience

After evaluating the options, PTSB chose to expand their partnership with Medallia and deployed [the Employee Experience solution](#) to complement their existing Medallia Customer Experience program, taking advantage of one single platform. Before running any employee surveys, PTSB and Medallia worked together to define the factors that make up a great culture, incorporating the regulatory requirements that are part of the financial services industry.

PTSB ran an initial employee survey in December 2020 and a second in December 2021 to provide baseline assessments at the organisational, functional, and team levels. User-friendly dashboards ensure that results are open and that leaders and managers alike are empowered to listen and act on feedback.

PTSB has developed a series of micro-pulse surveys on key focus areas and values. The team initially thought that they would run micro-pulse surveys once a month, but quickly learnt that feedback often took longer to address, so they adjusted to one per quarter. At the same time, they strive to balance quick wins with a commitment to tackle more challenging feedback. Clearly communicating the survey results, actions taken, and explanations for why the company can or cannot do something goes a long way to making employees feel that they are being treated in a fair and open manner.

Building trust with colleagues and customers

Using Medallia for both customer and employee experience has demonstrated the linkage between colleague engagement and customer experience. Clear and open communications are helping

PTSB identify causes and effects, and to prioritise actions that would support both customers and employees in driving better experiences. The employee Net Promoter Score (NPS) has increased by 7 points, and PTSB has seen an increase of +65 points in their customer NPS between branches with more engaged employees.

Medallia's tools and expertise have helped PTSB clearly identify and summarise important metrics, such as culture, engagement, and trust. These are backed by qualitative and quantitative information that provide actionable insights aligned to the bank's strategic initiatives.

PTSB sees themselves as a community serving the community. Managers can now more effectively identify and address potential issues and better align people with service delivery. The program is already making a difference, with more than 1400 proposed changes in the last 2 years, and nearly 1,000 positive improvements completed or in progress.

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)

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