

# Barclays achieves superior service and a Net Promoter Score of 70



*IBM business process management solution helps bank speed process rollout time by 88 percent*

---

## Overview

### The need

To improve and streamline the customer experience for more than 60 million customers, Mike Gamble, director of operations at Barclays, needed to transform the bank's processes around customer journeys.

### The solution

Barclays adopted an IBM business process management (BPM) solution to create an environment for multiple iterations and accelerate process rollout.

### The benefit

The bank rolls out new automated multichannel customer processes 88 percent faster, and it increased its customer satisfaction around automated, multichannel services from a negative Net Promoter Score (NPS) to an NPS of 70.

---

Barclays operates in more than 50 countries, serving nearly 60 million customers worldwide with banking and financial services. "Our relationships with customers aren't just one-dimensional. When we have a retail relationship with a customer, that customer may have a wealth investment and mortgage relationship with us as well... We also have myriad different ways customers do business with us, such as mobile, online or at branch locations... So improving the customer experience at every touchpoint is a huge challenge," says Mike Gamble, director of operations at Barclays. "With 400 identified customer journeys, we needed to find a way to align them across the enterprise and move at a pace that impacts the customers in a positive way really quickly."

## Addressing complex customer experiences

For Gamble, improving customer journeys at Barclays meant transforming customer processes. He needed to improve the understanding of how various functions are involved in delivering customer experiences and then accelerate the rollout time of these new processes to achieve the end goal for the customer.

---

*Today, Barclays is more responsive to customer needs. "Managing everything within the BPM [business process management] solution allows us to do the right thing by our customers and be in control of how we're delivering services to them. We're doing things that we couldn't do before on a very high volume and a high scale," says Mike Gamble, director of operations of Barclays.*

---



---

*“With the IBM BPM solution, we can sample check 100 percent of everything we do, making us much more aware of what we’re doing and much more in control.”*

— Mike Gamble, director of operations, Barclays

---

## Gaining agility and new efficiencies

Working with IBM, Gamble and his team developed a business process management (BPM) solution that includes IBM Business Process Manager and IBM® Blueworks Live™ software to improve the visibility and control of customer processes. With the Business Process Manager software, Barclays has been able to incorporate discipline in how the bank thinks about customer journeys—to understand how it documents them, how well in control the bank is of those journeys and how the customers feel about them. Barclays uses the cloud-based Blueworks Live software as the central repository to document customer journeys. Staff can access the repository worldwide.

With the BPM platform’s built-in process monitoring and analytics and easier access to process metrics, Gamble and his team can improve customer processes through simulations and comparisons. “So, rather than spending six months hypothesizing and trying to get business cases together, we’re just going in there and seeing how we can impact our customer journeys. We’re also able to build these solutions once using the IBM BPM solution and then deploy them many times over, allowing us to address different customer bases but deliver the same consistent customer journey and multichannel experience. It gives us scale,” explains Gamble.

The solution enabled Gamble and his team to assess and build an automated process for reporting lost or stolen debit cards and deployed the same process across the different lines of business globally. He and his team also analyze 2.2 billion transactions annually for fraud. And because they can run numerous iterations on new processes, they were able to identify the need to cancel payments on the first fraud hit, and use Short Message Service (SMS) to contact the customer. This puts customers in control, letting them reply in real time.

---

## Solution Components

### Software

- IBM Business Process Manager
  - IBM® Blueworks Live™
- 

### Better processes, improved customer metrics

Barclays can now make many iterations and roll out new customer processes 88 percent faster, in 13 weeks versus two years. With new capabilities to improve customer journeys, the bank truly offers customer-centric experiences. Bank customers can now report lost or stolen debit cards using their preferred channels and receive replacement cards 67 percent faster than before, from six to two working days. And as Barclays uses the BPM platform to improve its customer journeys, it increased its customer satisfaction around automated, multichannel services from a negative Net Promoter Score (NPS) to an NPS of 70.

### For more information

To learn more about IBM Business Process Manager and IBM Blueworks Live software, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

[ibm.com/bpm](http://ibm.com/bpm)



---

© Copyright IBM Corporation 2015

IBM Corporation  
Systems Group  
Route 100  
Somers, NY 10589

Produced in the United States of America  
May 2015

IBM, the IBM logo, ibm.com and Blueworks Live are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

This document is current as of the initial date of publication and may be changed by IBM at any time.

The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.



Please Recycle