

# HOW CYBG BOOSTED SALES & IMPROVED OPERATIONS WITH REDSPIRE AND MICROSOFT DYNAMICS 365



INCREASE IN OVERDRAFT LOANS



NEW OPPORTUNITIES IDENTIFIED IN WK 1



WOW INCREASE IN CUSTOMER CALLS

## IMPROVED PRODUCTIVITY

Relationship Managers and Team Managers gained an additional **TEN YEARS** in productivity, reduced customer contact time by one full day and achieved an outreach sweet spot of next day contact.

347

DAYS SAVED ANNUALLY WITHIN THE RELATIONSHIP MANAGEMENT TEAM

288

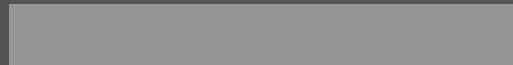
DAYS SAVED ANNUALLY WITHIN THE ADMINISTRATION AND MANAGEMENT TEAMS

## REDSPIRE AND THE PARTNERSHIP APPROACH



INCREASED CUSTOMER OUTREACH CALLS FROM WEEKS 36 - 39

876%



817%



1,088%



**11x** increase on customer outreach calls

improved customer outreach levels by **15%**

Productivity increased by **3,175** working days

drove **CULTURE CHANGE** throughout organisation