



Blue Sky Works

Customer Experience

- ◆ **Invesco** – A customer experience transformation programme helped Invesco achieve first place in the Investrack Customer Service Benchmarking Study and win the 5 star service award at the Financial Advisor Awards.
- ◆ **3G** – A bespoke programme aimed at Front Line Agents and First Line Managers, based in India, delivered a 10% increase in customer retention and improved quality by 26% while AHT reduced by 4%.
- ◆ **Leading Financial Motor Services Company** – An ultimate customer experience programme with 80% of staff achieving their Practitioner license by consistently scoring over 80% on quality.
- ◆ **Virgin Atlantic Airways** – Award winning performance improvement programme took them from 12th to 3rd place in the BPA Travel Sector customer service index.
- ◆ **Jupiter** – Delivery of service improvement project, resulting in improved quality ratings and IFA feedback – ‘Best service provide’.
- ◆ **Linklaters** – Won an award for Best Customer Experience. Service levels are met over 80% of the time as opposed to 20% before the change programme.
- ◆ **Eurostar** – Increased service targets to 97% compared to 32%. Staff attrition down from 14% to 6%.
- ◆ **BBC** - Change programme helped win ‘Customer Help Desk of the Year’ award. Also chosen ‘subject matter experts’ / advisors to BBC Worldwide learning in matters relating to sales, service and leadership.

- ◆ **Aquila** – Customer Experience transformation programme that improved customer service performance ranking (IIP) from 13th (out of 14) to 1st place.
- ◆ **EDF Energy** – Multichannel service performance improvement programme enabled 3 EDF Energy companies to rise from consistently bottom of the OFGEM service league table to upper quartile. Service recommendation letters rose by 169%.
- ◆ **ING Direct** – A significant increase in net promoter score from 64% to 90.4%.
- ◆ **Portman** – Achieved a 100% increase in upsell, 45% reduction in complaints and a significant shift in culture.
- ◆ **O2** – This customer experience programme has recently seen the highest customer service 'very satisfied' result ever achieved along with the highest retention of customers since O2 commenced business!

Sales

- ◆ **NS&I** – A sales through service programme entitled 'Just Ask' delivered £200million in additional revenue. The programme won a National Training award and a Financial Innovation award for Most Effective Training.
- ◆ **Axa** – Sales improvement programme delivered at both advisor and manager level that produced some brilliant results including an increase in GWP (gross written premium) of 320%.
- ◆ **Barclaycard** - Between April and June 2008, from training completed in May, there were two significant results: The contact rate went up from 17.8% to 22.8% an increase of 22%., and payments from contacts went up from 31.9% to 48% an increase of 44%.
- ◆ **Carphone Warehouse** – Annual risk and reward partnership for all Sales Agents, Managers and Senior Managers. Achieved a 60% increase in conversion rate with a 50% uplift and a motivated, energetic sales culture.
- ◆ **Orange** – To sustain and grow their global position, Blue Sky was appointed to review and improve the 'Retentions and Upgrades' functions. Customer satisfaction increased and 25% more customers were saved at lower cost – saving more, spending less.
- ◆ **Royal & Sun Alliance** – Sales performance improvement programme delivered a 60% increase in cross-sell and up-sell sales revenue.
- ◆ **HFS Loans** – Performance Improvement programme delivered five-fold increase in market share. Application conversion increase by 18%, and average loan size up by 24%. HFS Loans voted as 7th in the 'Best SME Companies to Work for' by The Times (2005).

- ◆ **Prudential** – Delivery of Co-sourced sales training function, across all channels. Training spend halved, while quantity and quality of training interventions increased. For example, a sales training and development programme for Worksite Sales improved their year on year results by 36%.
- ◆ **Virgin Atlantic Airways** – Award winning performance improvement programme delivered 50% increase in sales conversion and reduced cost per sale by almost half.
- ◆ **Thomas Cook Signature** – Performance improvement programme increased sales conversion rate by 5.7 percentage points and average passenger value by 4.6% year on year.
- ◆ **Powergen** – To provide a complete training function for new outbound calling centre, manage the project and develop and deliver all the training within budget. 165 staff fully trained for 'Go Live', sales conversion 30% higher than existing sales teams from month one.
- ◆ **Royal Mail** – Sales through service of front line staff along with coaching capability and performance management of 1st and 2nd Line Managers. Uplifts range from 180% to 517%.
- ◆ **American Express** – Retail sales training programme for launch of Travellers Cheque Card delivered a threefold increase in sales. The programme included stores owned by First Choice, Thomas Cook and Midlands Coop.
- ◆ **First Choice** – Sales performance improvement programme increased sales across 6 products of between 9 and 25% year on year.
- ◆ **Insurance Advisory Service** – Staff turnover within sales operation reduced from 200% to 18%.
- ◆ **Virgin Holidays** – Results from multiple sales performance improvement programmes equated to 50% increase in both trade and direct business, smashing targets and delivering ROI between 350% and 450%.
- ◆ **Virgin Trains** – A sales through service programme aimed at driving revenue and profitability whilst improving customer satisfaction. The results achieved an 11% overall uplift with a 5% increase in average transaction value.
- ◆ **Eurostar** – A sales performance improvement programme that helped Eurostar smash their sales targets. Sales conversion saw an 87.5% increase, ancillary product sales from 1.5% to 39%.
- ◆ **Portman** – Achieved a 100% increase in upsell, 45% reduction in complaints and a significant shift in culture
- ◆ **ING Direct** – A significant increase in net promoter score from 64% to 90.4%.

Leadership Development & Cultural Change

- ◆ **HBOS** – Leadership development programme which had a tangible impact on the behaviour of senior management. Key management behaviours improved by 11% and the programme picked up 2 Training Journal awards including the Special Achievement Award at this year's 2008 conference.
- ◆ **Orange** – A modular management development programme delivered to 400 customer service managers that is seeing some great results. The collections team increased results by 300% in a month post workshop and whereas in the beginning, most managers were at the apprentice development level for the key competencies. Now, around 80% are actually demonstrating the key competencies at that level and these managers are embarking on their practitioner level journey. The programme has been accredited by Tyneside University and awarded a foundation degree in Call Centre Management.
- ◆ **BSkyB** – Management development programme to deliver a skilled, effective management team to drive sales performance put £5 million on the bottom line.
- ◆ **Thomas Cook Global & Financial Services** - Performance improvement programme increased cultural rating scores from an average of 50% to 80% in all categories.
- ◆ **Greater Manchester Ambulance Service** – Senior management development programme delivered. *"Blue sky really understood what makes a 999 operation tick and tailored the training to meet our needs"*
- ◆ **Sage** – A leadership development programme entitled 'Enable' that is creating incredible and powerful employee engagement and empowerment resulting in uplift in performance across many diverse departments with a 270% increase in staff promotions alone
- ◆ **DVLA** – A modular management programme branded 'Momentum' which was aimed at tackling a shift in mindset to improve customer experience. Customer satisfaction improved by 11%, with efficiency in response increasing by over 30%. The programme won the 'best improvement strategy' award at the CCF European Call Centre Awards.