

## Adopting a new way of thinking

Bendigo Bank has adopted a new way of thinking about banking and customer service.

Using Whole Brain Thinking as the framework, the Bank developed a formal training program to drive organic growth (customer numbers, deposits and profits) by delivering exceptional customer service and reinforcing a company culture that supports communities.

Bendigo's unique customer service approach has embedded the HBDI™ and Whole Brain Technology into its core. Bank staff are given a better understanding of self and individual thinking preferences and are then taught customer service techniques to address the needs of customers using the language of the four quadrants.

This customer services approach has helped drive significant results for Bendigo Bank including an 86% customer satisfaction rating (the highest rating of any Australian Bank). It has also supported growth related to a strong customer service offering, including net growth in customers (13%), deposits (20%), and an after tax profit growth of 36%.