

# The Vanguard Method in Financial Services

Featuring pioneers of  
**The Vanguard Method**  
in the Financial Services Sector.

## Five Key Questions about The Vanguard Method

- Does it improve Customer Service?
- Does it improve Efficiency?
- Does it improve Staff Morale?
- Does it reduce costs?
- BUT** does it improve Sales?

Pioneers of The Vanguard Method in Financial Services have achieved improvement way beyond their expectations.

### Here's the proof

Net Promoter Scores (NPS) moved from -40 (we don't like you much) to +80 (we think you are fantastic).

Efficiency gains achieved of 20 to 40% across all services.

Staff morale increased by 30% meaning more engaged staff with less sickness and lower attrition.

But most dramatic of all: sales increased by 30 to 40%.

**And** if that is not compelling enough the Vanguard Method reduced the Indemnity costs in claims management by tens of millions of pounds.

None of these is speculative - all have been delivered.

### What is The Vanguard Method?

The Vanguard Method, created by Leading Management Thinker and Occupational Psychologist, Professor John Seddon is now being recognised as the principal method for improvement in Service Organisations. Producing fast, effective, tangible and sustainable results.

### Key Features

- Engages everyone from the senior leadership to frontline staff
- Understands the problem before providing the solution
- Designs end-to-end based on what matters to customers
- Determines accurate digital specification
- Reduces risk
- Flexible principle-based re-design
- Purpose-based data and measurement

## THE EVENT

### 'The Proof of the Pudding...'

Come and see for yourself how The Vanguard Method has delivered outstanding results through the words and experiences of leaders from highly respected financial services organisations.

You will hear these leaders explain what they did, what worked, what didn't work, the lessons they learned and the outstanding results they achieved.

Vanguard Method experts will be on hand to share their knowledge of the Vanguard Method and its application in all aspects of Financial Services - Customer Service, Contact Centres, Sales, Claims, Administration, Lending, Brokers, Commercial Banking, Insurance, Digital, Risk, HR, Securities, Processing and Debt Management.

This event will change your view of what really is achievable in your organisation and give you a roadmap to success that is unparalleled.

**The Vanguard Method - It Works.**



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