



# Lloyds TSB

36/07

2 March 2007

## **LLOYDS TSB ANNOUNCES CHANGES TO TELEPHONE BANKING**

Over the past year Lloyds TSB has been introducing a number of changes to its telephone banking service aimed at giving customers a quicker, more efficient service.

### **Direct line to branches**

From the beginning of April, Lloyds TSB customers will be able to get the direct telephone number for their local branch.

Following a successful three month pilot with 43 branches, the direct dial initiative will roll out across all 2,000 Lloyds TSB stores starting with approximately 350 branches on 7 March with all others following by the beginning of April.

Lloyds TSB's central PhoneBank service handles an average of 2.25 million enquiries a month and while it has always been possible to put customers through to their branch, previously direct numbers have not been available.

Most customers' queries are handled quickly and efficiently by PhoneBank and currently only five per cent of all calls need to be put through to branches. Calls are typically transferred when customers need to speak to a particular member of staff, or follow up on a meeting at their local branch.

Sally Jones-Evans, managing director, Lloyds TSB telephone banking said: "We do appreciate that there are going to be times when it makes sense for customers to call straight through to their local branch and if they don't have the direct number, it can be frustrating. We always listen to customers' feedback so that we can improve the service we provide and from now on, staff will be able to give customers the direct line to the branch when they need it."

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## **LLOYDS TSB ANNOUNCES CHANGES TO TELEPHONE BANKING ... / 2**

### **Contact centre calls**

Following the introduction of an automated answering service for PhoneBank customers last year, the number of calls being handled by contact centre staff has reduced by 26 per cent (the bank planned for just 8 per cent). As a result, all calls are being comfortably handled by staff in the UK centres without the need to pass overflow calls to the contact centre in Mumbai.

Sally Jones-Evans, managing director, telephone banking said: “Last summer, we introduced an automated answering service designed to handle customers’ straightforward enquiries electronically. This service has proved extremely popular and as a result, the number of calls being handled by staff in our call centres has reduced by over a quarter.

“In the past, calls went through to our Mumbai contact centre when all of our other ten UK centres were busy. We have seen a huge increase in the number of customers using our new automated service which means that the number of overflow calls going into Mumbai has been steadily reducing and it has now got the point that all calls are being comfortably handled by our staff in the UK.”

### **Ditch the scripts**

In January 2006 Lloyds TSB announced that staff working in all of its contact centres would no longer have to read from scripts when talking to customers. This followed research which revealed that 90 per cent of people who phone call centres find scripts annoying.

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#### **For more information:**

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