



Quantum Shift transforms Community First's business performance

Overview

In 2008, Community First, the largest community based Credit Union operating throughout the Sydney region, identified a need to develop and enhance the sales skills of its employees. After a tender process, Community First chose Quantum Shift for its results and client focused methodology and commitment to foster continuous improvement. It is an alliance that has successfully introduced innovative change and performance improvement for Community First's employees.

Before the quantum shift

With the goal to improve sales performance and deliver service standards superior than its competitors across its call centre and 13 stores throughout Sydney and the Central Coast, Quantum Shift was selected to identify the barriers that were limiting sales performance and implement processes that would help drive business success.

"Quantum Shift started with assessing our overall business objectives and by looking at how we were operating as an organisation. The company tailored a program that fitted our unique customer value proposition and improved sales performance."

Janine Phillips, Head of Talent Management, Community First

Over the past few years, Community First has witnessed many changes, including the integration of a core banking systems upgrade, staff cultural change, organic growth, mergers and acquisitions and a corporate re-brand, following a rebalancing of the service culture to attract more sales. As a result, the credit union faced a number of challenges, including communicating consistency in its services to members throughout the organisation and leveraging the management teams' expertise and skills to their full potential.

"What sets Quantum Shift apart from its competitors is its one-on-one coaching. The company doesn't just focus on sales techniques, it focuses on behaviour, leadership and best practice to best combine these three factors to deliver results."

Janine Phillips, Head of Talent Management, Community First

Engrained in Community First

Using its innovative 'Quantum Shift Framework' to identify the key components necessary to build a high performing sales operation, Quantum Shift quickly determined several issues hindering Community First's business performance. The company then customised a program to suit Community First's sales targets while suiting its budget and business requirements.

Quantum Shift's consultants worked one-to-one with the regional managers, store managers and sales consultants at each site to develop communications and customer service strategy and improve individual self-awareness.

"Quantum Shift has finetuned some of the management practices in our stores, developed the sales skills of employees, and improved leadership skills. These processes are currently being embedded throughout the store network."

Janine Phillips, Head of Talent Management, Community First

Results obsessed program

Quantum Shift implemented a twelve week program, developed to equip managers with the right tools to succeed and to ensure their management potential was reached. This included sales techniques, in store processes, how to coach and develop staff and maximise employee morale. Operating on a personal level with managers and staff, Quantum Shift provided consultancy throughout the entire process.

Concluding, Phillips said: "From the beginning, Quantum Shift set out to integrate with Community First. The company established a trusting relationship across all levels of the organisation from management to the sales floor and it delivered on time-lines. We had high expectations and we made it clear that we wanted to get results which Quantum Shift helped us achieve."

Program outcomes: Fostering continuous improvement

- Sales staff now equipped to regularly meet KPIs
- Improved sales culture and targeted focus
- Sales techniques and methodology in place
- A more sales motivated workforce
- Increased product knowledge has led to improved sales and business performance
- Improved the sales team's understanding of sales process
- Coaching culture emerging and progressing
- Team standards communicated and reinforced

Quantum Shift has delivered results for leading brands including:

CANON

VISA

CCH

COMMUNITY FIRST

SYNGENTA

Quantum Shift is a sales performance consultancy whose innovative approach is sought by Australian and international organisations to help them increase revenue and profitability. Canon, Visa, CCH, Community First and Syngenta are among Quantum Shift's high profile clients.

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