

How NZHL gained a 7x increase in referrals

New Zealand Home Loans (NZHL) is a 75 location home loan and insurance provider that coaches clients through some of the most important financial decisions of their lives.

NZHL's biggest strategic advantage comes from providing excellent customer experiences. In order to increase that advantage, they needed a way to make sure that every single interaction with their customers delivered on their brand promise, and that their most loyal customers referred their friends.

Enter real-time feedback and coaching with AskNicely

Using AskNicely, NZHL have started using location-specific customer feedback to fuel regular coaching conversations:

- Location managers make weekly reviews of feedback and branch performance, and are responsible for closing the loop on their NPS responses.
- Their frontline, Loan Consultants, have personal scorecards for customer experience and get personalized coaching based on their actual customer feedback.
- They've also automated a referral workflow for their current client base. Any referrals are routed back to location managers for immediate follow-up which has drastically increased their close rate.

A super charged referral pipeline

Thanks to their location specific coaching, they've seen a **13 Point improvement in NPS** from their bottom tier locations (from last year to now).

They have also seen a marked increase in the number of referrals captured from their bottom and middle tier locations, and **automating the follow up on referrals has resulted in an 80% close rate.**

The combination of happier customers, and an automated referral pipeline has seen a **massive 7x increase in referrals for the entire year, which counts for \$530k in revenue.**

At a Glance

Challenges

- Competing on customer experience in a commodified industry
- Need to measure and improve customer experience across locations

Benefits

- 7x increase in total number of referrals per year (\$530k Revenue)
- 13 Point improvement in NPS from their bottom tier locations
- Increased referrals from bottom and middle tier locations



Consistently delivering on our brand promise is crucial. AskNicely gave us the power to understand where the gaps were, then made it super easy to coach for those gaps. From there, automating followup on referrals from our happy customers is icing on the cake.



Chris Wong,
Head of Customer

