



presents Innovative Training Solutions developed for...

BARCLAYS BANK

Success with Blended Course Components

www.barclays.co.uk

BARCLAYS

EXCLUSIVE INTERVIEW with Stanley J. Nawrocki

Stanley J. Nawrocki, Chief Operating Officer at Barclays Bank, discussed the advantages of Computer-Based Training with Barbara Sealund, President and CEO of Sealund & Associates.

Our objective is to make the customer's experience at the teller window as pleasant as possible.

The "learning by doing" kind of training that Computer-Based Training provides causes a very high retention rate. Not only are there fewer mistakes, but fewer instances of customers standing alone at the teller station, and the service from a procedural standpoint is consistent throughout the system.



Blended Solution Increases Retention and Improves Customer Service!

"The use of S & A's CBT for RPM training will help us move further toward a high level of customer services delivery and customer satisfaction.

Your training programs mean quality service delivery for income enhancement."

Stanley J. Nawrocki
Chief Operating Officer
Barclays Bank of New York

Barclays Bank was able to see a real dollar value in being able to implement CBT.

" We don't have to rent hotel rooms for classes or to house session attendees. We also don't have to have people traveling to a number of locations. **The real impact comes from not losing productive time, and the expense of travel.**"

Sealund Special Report

Contact Sealund at 1-800-434-8000 for more information
consultants@sealund.com • www.sealund.com





Time Savings

High Retention Rate

Return on Investment



- Improved productivity levels
- Customer Service
- Benefit to Barclays bottom line

**BLENDED COURSE
COMPONENTS**

Sealund was able to exceed client expectations with their "blended" solution. The custom solution for Barclays Bank included:

- Computer-Based Training
- Instructor-Led Training
- Train-The-Trainer

"The presentation skills and technical knowledge that your instructors provided, were extremely helpful and informative. For trainers, taking over a new program, especially one as complex and involved as RPM, the Train-the-Trainer session was a much needed and welcome one."

Thank you for a most effective Train-the-Trainer session, and we look forward to working with you in the future on a similar basis."

Iris Gretano
Operational Training Manager



"I consider the training a success and a worthy expenditure. It was a pleasure working with Sealund & Associates and I would recommend using their services in the future."

Juanita Engen
Vice President