



Barclays Business Community

Banking on a Human Scale



Barclay's Business Community and the Worldwide Scouting Community started here

THE BARCLAYS' BUSINESS COMMUNITY is an experiment in co-operation between business owners and bankers.

Aimed to release creativity by producing local trade-links and thinking, exchanging information and know-how, the concept was developed by Stephen Bray and colleagues trained by QuietQuality™.

On 10th June 1999, Barclays' conducted a Customer Forum with the purpose of determining what

kinds of banking services customers wanted. Through this Customer Forum Barclays sought to:

- Establish what is important to business customers
- Learn best how to manage customer expectations
- Ensure the best possible long-term commitment between customers and the Bank
- How might the Bank make an investment in its clients?

Throughout the dialogue there was a demand for more personalised contact with bankers. This contact to be professional and confidential on the one hand but also one in which a customer and banker would have greater opportunity to know each other better.

There was some discussion at the Forum about *customer service* and how good customer service from the Bank would add value to the customer's business as well as that of the Bank.

Working with customers and senior staff from Barclays, Stephen Bray's QuietQuality™ team devised the concept of the *Business Community* as a means of meeting the Barclays' customer expectations. Bray then devised a programme for briefing customers and bankers and taking the Business Community from a concept into a working entity.

The Bank acknowledged that the days of customers going 'cap in hand' to a bank managers are long gone.

Today customers need to be versed in consumer legislation including issues of public health, safety and insurance and business bankers need to understand customer's problems and find resources to help solve them.

The first briefing took place on Brownsea Island near the site where the worldwide scouting community started. Using QuietQuality™ thinking tools Stephen Bray and colleague Amanda Knight enabled bankers and customers to develop their own ideas for making the Community successful.

Some of the other topics discussed included:

- PC banking
- Delays in servicing 'plastic' transactions
- Centralisation of services
- How does the customer 'know' how the Bank regards them?

Despite eating out on the site of the original Scout camp the day was not all picnic! Customers and bankers worked hard to create ideas for the new concept in the National Trust's Brownsea Island Study Centre.



The National Trust's Study Centre on Brownsea Island

Two years later, many of the original Barclays staff had moved into different teams. But this has not impeded the Community's success because a strong foundation of working together now exists between customers and bankers.

Barclays Small Business Community



Customers and Bankers indulge in some playful problem solving following Breakfast at Barclays House, Poole

On 5th October 2000 the first Breakfast at Barclays took place at Barclays House in Poole. This event was the second in the series following from the launch of *Barclays Business Community* earlier in the summer.

Barclays Small Business Community comprises customers as well as staff from the Bank. It is administered by a small group of customers with the support of the Barclays communications resources.

The breakfast was popular and received media attention.

Contemporary science informs us what philosophers have believed for millennia. Life is a network of relationships and an unbroken wholeness. We relate to each other, our families, our communities, our customers, our suppliers and our environment. To neglect any single element is to invite disaster yet contemporary business practices do so frequently. By pooling resources, sharing experience and creating new ideas both Barclays and its Business customers will grow in health, wealth, happiness and enlightened awareness. This is the QuietQuality™ aim and vision.

For more information concerning this or other projects developed using the QuietQuality™ method, simply email stephenbray@quietquality.com.



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