

US Bank Client Loyalty

TRANSFORMING CHALLENGES
INTO MEASURABLE IMPACT



INDUSTRY

Financial Services
(Banking)



CLIENT

U.S. Bank: One of the nation's largest banks, serving millions of customers across personal, business, and commercial banking segments.



SOLUTION AREA

Client Loyalty Strategy,
Culture Transformation &
Experiential Learning

THE CHALLENGE

In 2009, during the economic downturn, US Bank emerged as the only one of the nation's largest banks to significantly increase its market dominance.

To sustain that lead, the CEO launched a firmwide strategy to mobilize the organization around Client Loyalty. The initiative needed to transform Client Loyalty from a phrase into a deeply understood and consistently delivered commitment.

The bank engaged a major consulting firm to design the learning experience, but the program was misaligned with their culture and lacked actionable strategies—stalling the initiative.

US Bank needed a solution that would ignite Client Loyalty, resonate with their people, and drive measurable results.

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– US Bank Executive

NCA SOLUTION

- **Deep Culture Alignment:** We immersed ourselves in US Bank's culture to understand their unique strengths, challenges, and the behaviors needed to deliver exceptional client experiences.
- **Strategic Redesign:** Identified gaps in the original program and built a new strategy that placed Client Loyalty at the center of how they do business.
- **Immersive Experience:** Created a highly engaging learning experience that combined powerful narratives with real-world application.
- **Actionable Skills:** Delivered practical tools and behaviors that enabled associates to strengthen relationships and deliver value at every interaction.
- **Sustainable Impact:** Established a framework that continues to drive Client Loyalty and reinforce a client-first culture.

THE RESULT



Increased market dominance during one of the most challenging economic periods in history.



Strengthened client relationships and elevated the overall client experience.



Transformed culture with Client Loyalty embedded in how associates think and act.



MEASURABLE IMPACT

Sustained growth and a stronger competitive advantage.