



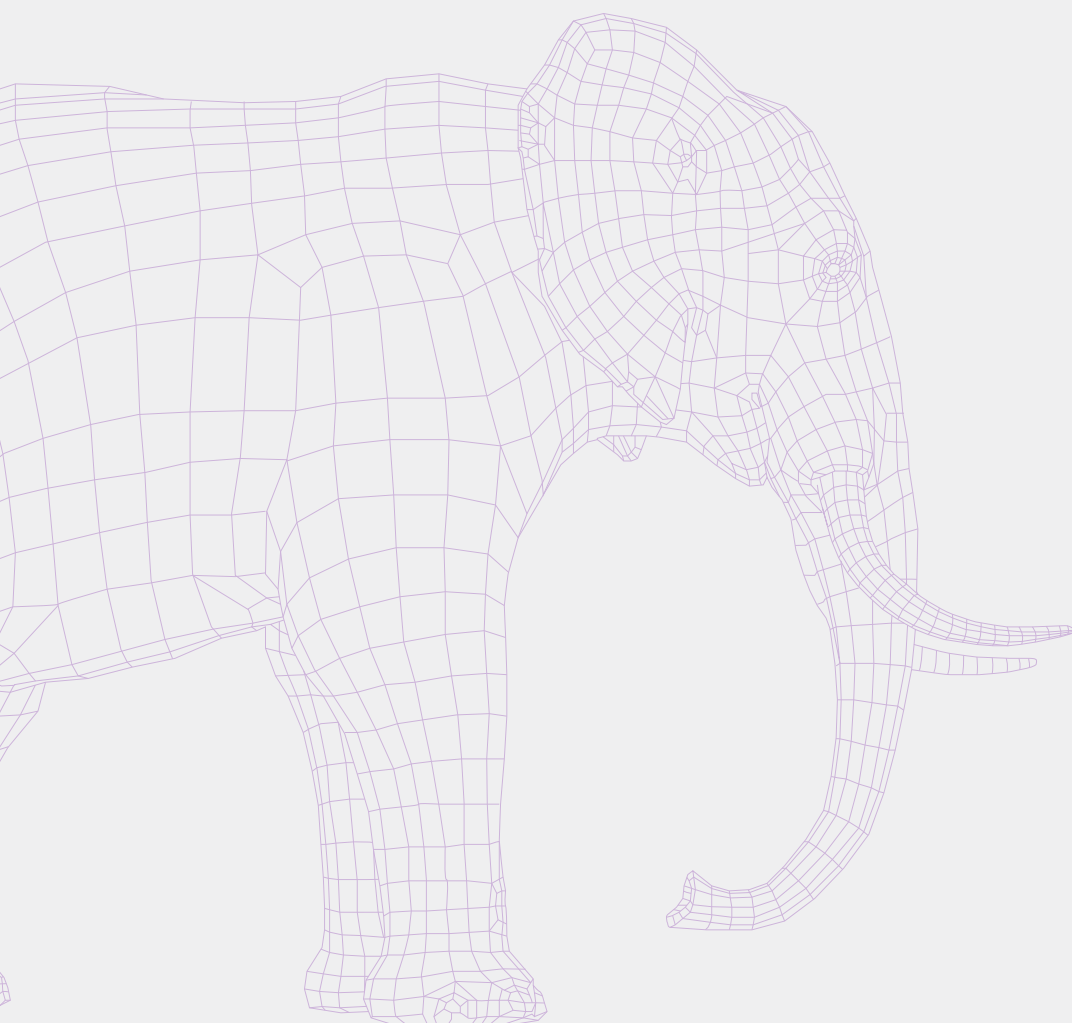
“Nelly has
become a
part of the
NewDay **DNA**”



Nelly is now **fully embedded** in our contact centre

Clever Nelly gives NewDay a “**new lens on knowledge**”;
the more that NewDay can increase employee competency
and develop a knowledgeable workforce with Artificial
Intelligence, the greater they can achieve their ultimate driver
to deliver great customer outcomes.

NewDay are continually on the lookout for innovative ways to improve knowledge capability. Their search for a solution that would support their people as individuals led them to implement Clever Nelly, where the focus was on optimising in-role performance for new and tenured employees, whilst also repairing any knowledge gaps (at scale) and gaining operational wins. By developing a team of evidentially competent coordinators, NewDay would be able to offer customers a consistently high level of service that provided the right outcome to meet their customers’ expectations, consistently.





Solution overview for NewDay

Employee knowledge increased by an average of 18% within three months, with some subject categories seeing an uplift of 29%.

NewDay deployed Clever Nelly with the long-term mindset to influence core customer-centric KPIs, reduce complaints and underpin their customer service standards.

It was their intention to drive optimal customer outcomes by improving the knowledge and competency of their people.

Working with our expert authoring team, question sets were produced from NewDay's training collateral, with role-specific questions for the complaints group. NewDay used their internal QA data to identify the areas where subject comprehension was lowest, enabling the questions to be targeted to those areas.

Clever Nelly formed baseline knowledge profiles on an employee-by-employee basis. These profiles informed the material and frequency of learning interventions that each individual would receive based on their real-time training needs.

With the NewDay contact centre having doubled in size since February 2022, Clever Nelly also became a critical learning support for new starters.

The onboarding process at NewDay consists of a centralised three-week training programme, closely followed by a three-week period in the NewDay Academy. Here, employees have the chance to condense the vast amount of information they have been exposed to and put it into practice.

Pre-Nelly, new starters would typically need reminder communications and refresher sessions during the probation period. They could also seek out peer support and coaching from floorwalkers and line managers, or revisit some of their training through short video modules.

Without the means to help their employees retain their newly acquired knowledge, NewDay recognised that gaps in competence would inevitably form and require further attention and resource to repair.



Colleagues are proactively asking for more Nelly questions when we release updates. Most notably, following training sessions with lots of new information to retain, they want to feel they've embedded the learning and Nelly supports them to do that.

Nina Tidd, Head of Contact Centre



Looking more closely at the measurable results achieved through Clever Nelly.

87%

Employee engagement score¹

18%

Average increase in knowledge across a team of 236 contact centre associates over a period of three months

11%

Higher knowledge scores for Clever Nelly's top engagers (100%) compared to low engagers (>80%)

29%

Knowledge improvement in the lowest performing category in just three months

¹ Excluding non-engager outliers



NewDay started their Clever Nelly journey with a hyperfocus on user engagement. This is an approach that was advocated by their Account Director at Elephants Don't Forget and driven by NewDay through a number of internal programmes.

Every month, the Head of Contact Centre sends a personal recognition email to all 'high engagers' (people achieving 100% engagement), acknowledging their efforts. There is also a coveted Clever Nelly pin that is awarded to those with consistently high engagement and knowledge scores.

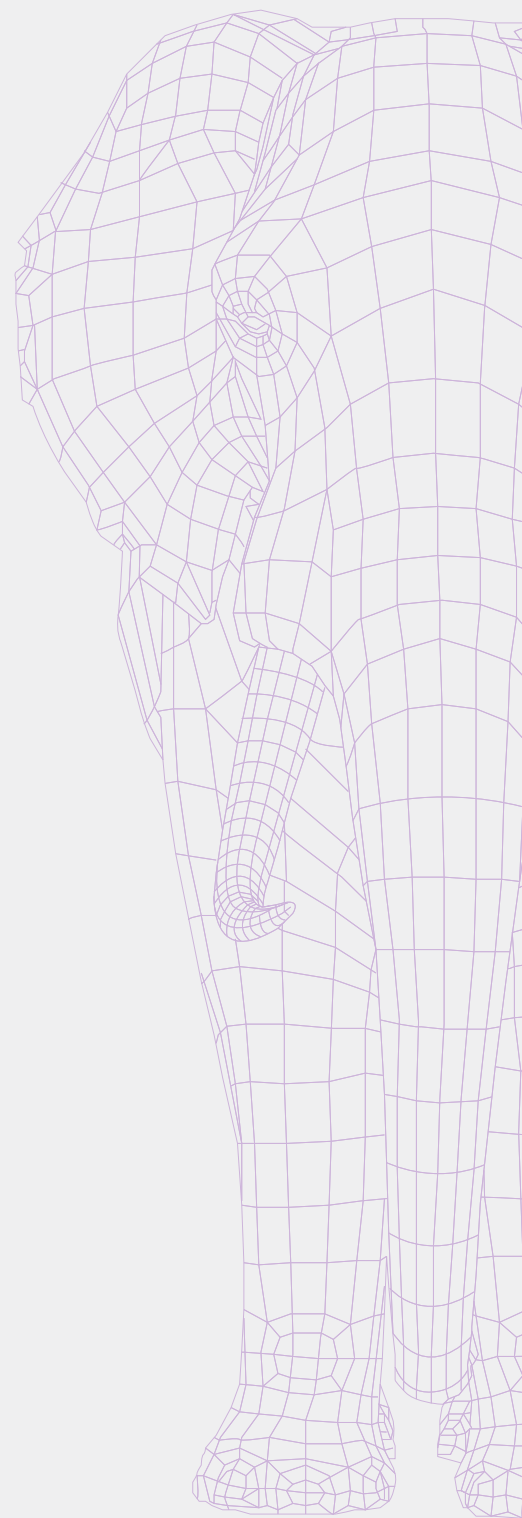
Another way that NewDay have been able to attain an overall engagement of 87% is to lead by example; senior operational managers chose to opt-in as 'Nelly users' and answer their own questions to better support their teams. The result was a staggering 40% average knowledge improvement in just three months for this group.

To ensure that employees understand the impact of Clever Nelly on the wider business, NewDay have been sharing the Clever Nelly data during quarterly roadshows whilst exploring the potential impact of improving employees' knowledge and competency on organisational performance. During the most recent event, they were able to share the data showing significant improvements in knowledge in all three subject categories (between 10% and 21%).

At a time when the regulator is increasing its scrutiny on financial services firms, tangible data that pinpoints high and low employee competency in real-time is invaluable.

On a manager level, NewDay's senior team can monitor potential risks to determine where additional training is needed across teams or departments, while the AI automatically assesses and repairs knowledge gaps at a granular level for each employee.

Clever Nelly has become a part of the culture at NewDay. Just six months into their deployment, NewDay are seeing incredible strides in knowledge and engagement across their employee base.





Clever Nelly supports our people to improve their knowledge and confidence, and ultimately deliver a better customer experience.

Colleagues have really embraced the tool and, by focusing solely on engagement, we are seeing all of the benefits play out naturally.

When our associates see a question come round again that they previously couldn't answer, they're remembering it. It validates the whole theory behind embedding learning and it's great, because it's self-development done without any over or micro-management.

Nina Tidd,
Head of Contact Centre



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