



Contact Strategy

for the Ethnic Community

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WEST BROMWICH
BUILDING SOCIETY

About the West Brom

- Top ten building society
- 155 years old
- Top 5 mortgage lender
- Leading employer in area



Why the ethnic market?

- **Serving our local community**
- **Senior commitment within the business**
- **Race for Opportunity**
- **Our people want to do it**

Gathering information

Internal - ethnic working group

- Functions, experience, diverse ethnic background
- Language assessment
- Profile by branch
includes likely language

Gathering information

External - data on customers by branch

- Matched to Census data
- Race for Opportunity
- Agencies

Customer Needs

- **Desire to deal face to face**
- **Mother tongue (by generation)**
- **Products**
- **Recommendation**

Marketing implications

Language requirements

- Personalised promotional material
- English staff language training
- Example of Alex

Involvement

- **Branches**
- **Contact Centre**
- **Agency**
- **Supports buy-in
and participation**

Employees

- 18% People BME
- 55% of Female Employees are Managers
- 40% Recruits are Graduates
- 6 of the Top Ten Sales Managers are BME
- 55% Professional Qualifications
- People 14% More Satisfied

Reaching the community

- Home buying, investment planning, work experience and CV's, coping with debt
- Suitably qualified individuals - language
- Personal development

Measurement & recognition

External recognition

- RfO 2003 Benchmarking **Gold status**
- 2nd best organisation
- Highly commended **BiTC**
- **IFS** most innovative marketing
- **Asian Jewel** diversity excellence award

Looking to the future

- **Continue to learn and develop**
- **Enhance language, cultural and religious knowledge**
- **Extend area**
- **Additional media**
- **Leading edge products**

Thanks for listening!

Any questions?