

CLIENT CASE STUDY: TD BANK

TD Bank's Winning Strategy Drives 6X ROI in Call Centers

Who we helped: Tom Frosina, Head of Card Operations at TD Bank

Two of TD Bank's call centers faced common problems in the customer service industry: high attrition rates and lagging performance metrics. To address this, Tom realized that improving the performance of call center leaders was crucial.

"We wanted to give our leaders the opportunity for ongoing, multi-month, multi-engagement development to help give them everything they needed to be great coaches."

CHALLENGES



TD Bank's Retail Card Services and Customer Service call centers were facing high attrition rates, on par with the industry standard.



Call centers struggled to meet industry benchmarks on key performance metrics like First Call Resolution, Average Handle Time, and Average Speed of Answer.



Managers lacked necessary leadership skills and had limited time to work with agents due to relentless pace and heavy administrative burdens.

SOLUTION



TD Bank engaged ALULA to implement a Performance-Based Leadership (PBL®) solution.



ALULA created a Behavior Change Plan to develop critical leadership skills in managers, leveraging positive reinforcement.



Managers received 16 hours of intensive training, followed by 4 months of one-on-one personalized guidance to reinforce and apply new behaviors.

PBL is a registered servicemark of CLG (dba ALULA).

THE RESULTS



Attrition rates dropped by 70% in the years following the PBL solution deployment.



Engagement increased by more than 20%, reaching among the highest levels across TD Bank.



Average Handle Time (AHT) decreased by 45 seconds, driving a **6X return on investment**.

[Read the full case study.](#)