



**Hear how The FISH! Philosophy helped to
this hometown bank experience a significant
increases in customer satisfaction levels.**

Citizens First Bank

Citizens First Bank is a full-service personal and business financial institution with about 200 employees in six branches – all of whom take great pride in being Central Florida's favorite hometown bank.

Situation

Located in the heart of Central Florida within the affluent 55+ active-lifestyle community of The Villages, customer service and interaction at Citizens First Bank needs to model the balance of "Old Time Florida with a new mood" and feeling characteristic of The Villages lifestyle.

Objectives

1. Create a fun, pleasant, exciting work environment to effectively serve customers while building in accountability.
2. Reduce employee attrition and turnover by successfully attracting and retaining the best.
3. Become more aware, intuitive and flexible when dealing with customer concerns.
4. Help employees become more alive and engaged in their work as they live into The FISH! Philosophy practices.

FISH! Approach

- Infuse all banking environments with FISH!
- Make use of fun FISH! gear as tangible employee and customers reminders that FISH! lives at Citizens First Bank.
- Continue to generate fresh ideas to extend The FISH! Philosophy into delightful customer-service initiatives.

Fresh FISH! Experiences

- Creation of the “10-Foot Rule” which means all customers get a personal greeting within 10 feet of entering the bank.
- Walking customers to their vehicles with Pete the Perch.
- Creating a drive-through window for customers with golf carts.

“Since FISH! helps pull everyone together, working relationships are much more respectful and satisfying. Everyone comes to work in a better mood, with an open attitude. And all of us are having fun with stuffed Pete the Perches on our computers and wearing Pete lapel pins.”

-Diana Bowles, VP and Branch Manager



Results

- 50% productivity increase.
- 50% less complaints.
- Significant increases in customer satisfaction levels.
- Significant transfer of client assets from competitive financial institutions in clients' hometowns to
- Citizens First Bank.

Questions?
Ready to experience your own FISH! success?

Visit our website at fishphilosophy.com,
or call 800.695.4534 to speak to a FISH! representative.