

Client Spotlight



SITUATION

S&T Bank faced a tough market. Transactions were down. Loan demand was soft. Customers expected more from every interaction.

Their teams—field sales, branch staff, and the call center—were busy but not driving growth. Each group had gaps:

- ✗ **Field Reps** lacked a consistent way to open new business accounts.
- ✗ **Call Center Reps** answered calls but didn't uncover new needs.
- ✗ **Branch Teams** missed opportunities to deepen relationships.

The result? A fragmented customer experience and flat growth.

SOLUTION

To unify sales and service teams and drive measurable growth, S&T partnered with ASLAN to deliver targeted, role-specific training:

- **ACCESS™ & Other-Centered® Selling (OCS):** Helped field reps open new accounts and lead value-based conversations to grow relationships.
- **OCS for Contact Centers:** Equipped call center reps to shift from service-only to identifying needs and generating deposits and loans.
- **Experience+:** Taught tellers and personal bankers to uncover unmet needs, generate referrals, and have deeper conversations.
- **Catalyst Coaching:** Enabled managers to coach and reinforce new behaviors across all channels.

Every program was customized to reflect each team's real-world challenges, ensuring alignment across the bank.

“*This initiative has literally changed the way we do business in retail banking and ASLAN's ability to partner with us and integrate themselves into the organization has made it possible.*”

– Ed Hauck, Senior VP of Retail Banking, S&T Bank

RESULTS

S&T Bank's transformation led to measurable gains across all major channels:

248%

increase in call center deposits

168%

increase in branch deposits

72%

more loans booked

22%

increase in sales per personal banker/month

These results came despite a slowing market and declining industry-wide loan demand.

