

Nationwide Building Society

Nationwide Building Society is the world's largest building society and one of the UK's leading banking, savings and mortgage lending organisations. In order to release branch personnel to be able to interact with customers on a face-to-face basis, Nationwide embarked on a national call handling strategy, which involved the establishment of strategic contact centres to handle telephone enquiries on a centralised basis, whilst still allowing customers to speak to their branches if necessary. Nationwide employs nearly 800 people in its call centres in Swindon, Northampton and Swansea, which handle an average of 18,500 calls and e-mails a day.



With support from Sheffield First for Investment, Nationwide selected Sheffield as the location for one of these key contact centres. Nationwide was able to secure a grant of £200,000 from Yorkshire Forward, to help refurbish the space above the existing Sheffield branch and fit out the centre with state of the art IT facilities.

The Sheffield centre will eventually employ 180 people, with the first phase operating with a team of 60 – 5 team managers and 55 customer advisers. It

is envisaged that a further 120 staff will be recruited over a 3 year period. The JOBMatch service has been invaluable in assisting Nationwide to recruit the quality and numbers of staff required.

“We are delighted to announce our investment in Sheffield. We have researched key locations throughout the UK and the quality of the local workforce has been a key factor in our decision.”

Jim Willens, Executive Director, Nationwide Building Society

To find out how Sheffield First for Investment can assist your company please call us



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