


Business Development Internship at Santander UK

Rebecca Wilson, Luqman Zaman & Karen Wong The University of Manchester

 In summer 2015 we undertook a Q-Step internship with Santander Corporate and Commercial based in Manchester. Santander is a Span-

ish bank looking to increase its market share and provide businesses with financial backing to grow internationally.

Objectives

Our role was to identify potential SME's for Santander to invest in. Once identified we identified target markets and areas of growth for the clients. One fundamental aspect of the project was to collate prospect pool information and track international expansion potential. We were allocated different regions in the North West and we individually created, developed and maintained an IEP tracker. The IEP tracker ensures prospect are contacted regularly and a relationship is maintained between the bank and the prospect.

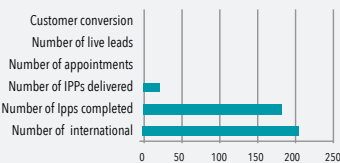
Method

With the use of Microsoft Excel and Santander's CRM system we each created a regionalised IEP tracker. CRM is a portal which enabled us to gather prospects details and determine a contact strategy to help start or continue relationships with a view to on-boarding the customer's full banking relationship. Microsoft Excel helped us to organise and generate conversion statistics of prospects. On the whole, this enabled us to analyse our regional performance and compare with other regions across the North.

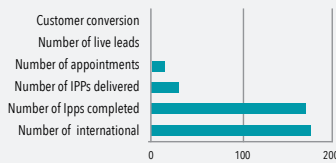
Finding

Our analysis of Santander's prospect pools found that there was a steady increase in prospect contact and conversion rates across all four regions. Our IEP trackers highlighted that SME activity was the best in the North West (Manchester) region. They also indicated that the North West had the most successful contact strategy when delivering IEP's.

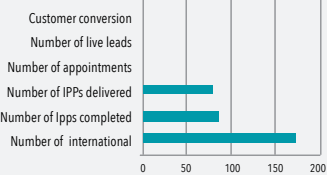
Merseyside Prospects



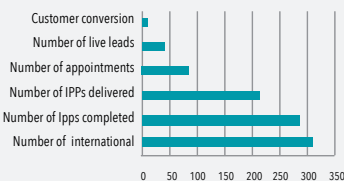
Leeds Prospects



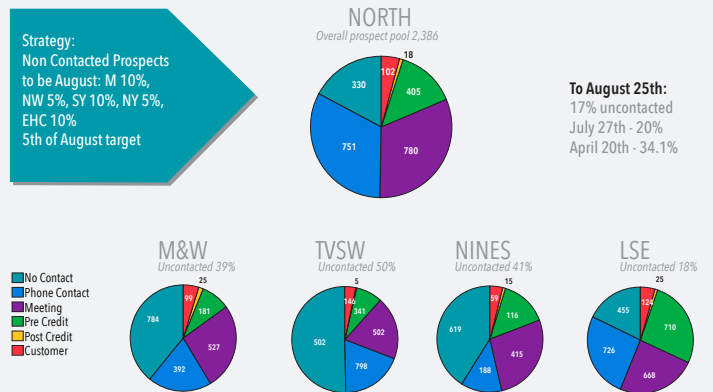
South Yorkshire Prospects



North West Prospects



Prospect Pools - National Overview



From a national perspective, our diagnostics found that Santander's north regions are performing above average.

The pie charts above show that overall there are only 17% un-contacted prospects in the pool which has reduced from 34.1% since April.

Additionally, our analysis highlighted that the north has the second highest customer conversion rate across all five divisions.

In conclusion, Santander need to assist the efficient creation and delivery of IEP's in order to sustain and continue their expansion and growth.

Other Aspects of the Internship

Our internship also incorporated a variety of non-quantitative skills.

A large part of our time was spent interacting with different regions and engaging with regional directors and business development directors. We assisted all north regions with the creation and development of International Expansion Plans (IEP's) which helped to exposed new areas of business for prospects.

Due to the nature of Santander's business we had insights into areas of financial management such as:

- credit risk
- product and communications marketing
- real estate insight
- operational risk.

Editing and producing a newsletter which covered international success stories between Santander and new prospects.

What We Have Learnt

- Formulation in Microsoft Excel
- Conversion of statistics into visual diagrams and graphs
- Analysis of large data sets such as CRM and prospect pools
- Edited and prepared each month's presentations for regional board meetings, highlighting progress and future plans
- Creation and development of International Expansion Plans (IEP's) on Microsoft PowerPoint
- Development of teamwork, communication and interpersonal skills
- Insight into corporate and commercial banking