

**CASE STUDY**

Queuing Management Solution  
by Analytics Bulgaria



# ANALYTICAL-Q®: Queing management solution Designed For a Better Customer Journey

Bank customers have more choices in how, when and where they can to do their banking today. Changing bank is easy and the engagement with one specific bank is not life-long anymore.

Simply put, customers are prepared to walk away from their bank if their expectations are not met. The Bank faced the following challenges:

- Improving the customer experience
- Increasing sales
- Reducing costs/improving branch efficiency
- Increasing staff satisfaction
- Driving business improvements through data and analytics

## Client

The largest retail bank in Bulgaria (The Bank)

## Challenge

The nature of banking is changing. The Bank customers have more choices in how, when and where they can to do their banking today. Changing bank is easy and the engagement with one specific bank is not life-long anymore. The Bank faced the following challenges:

- Improving the customer experience
- Increasing sales
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## Solution

AnalyticalQ QMS Solution increased service quality by better matching customers and staff, based on the customer's need and staff competence. By applying solutions to better manage the customer journey, the Bank streamlined the customer flow to increase occupancy and lower cost per transaction – while improving the customer experience. While traditional transactions are increasingly handled online, more complex products and services, which are often important life decisions, depend on face-to-face advice from experts. It's about getting the customer journey right to maximise sales effectiveness and create opportunities to build trust and strengthen the customer relationship.

The Bank was also able to improve branch efficiency by applying advanced analytics.

The next face of the project will provide better customer journey to VIP client

## Customer Management System Analytical-Q

1. Selection of service from the client using the touch screen display of the QMS kiosk
2. Sequential numbering of tickets regardless of the selected service
3. Print out of a paper ticket for the client.
4. Visualize currency, interest and other product or promotion customer related information on professional large-format monitors.
5. Remote reservation of time slots, based on branch selection and service selection.
6. Multilanguage support.(BG/EN)
7. Sound instructions of the client to the calling desk..
8. Selection of available analytical reports or rapid development of customized reports.