



Analytics Bulgaria

CASE STUDY

Queuing Management Solution Advanced Performance Analytics



ANALYTICAL-Q[®]: Queuing Management Solution designed for a better customer journey

Background

Nowadays, the very nature of banking is changing as bank customers require more personalised banking products and services and have become less willing to visit traditional branches for routine transactions. 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. Accordingly, the following improvements have been found to be relevant:

- Improving the customer experience
- Increasing sales
- Reducing costs/improving branch efficiency
- Increasing staff satisfaction
- Customer journey

The client

Tier-1 the largest retail bank in Bulgaria (The Bank).

The challenge

The nature of banking is changing. The banking industry is undergoing a radical shift, one driven by new competition from FinTechs, changing business models, mounting regulation and compliance pressures, and disruptive technologies. The Bank faced the following challenges:

- Improving the user-friendly platform
- Increasing sales via solution
- Reducing costs/improving efficiency
- Increasing expert/client collaboration
- Driving business improvements through data and analytics

The solution

Analytical-Q QMS Solution increased service quality by better matching customers and staff, based on the customer's need and competence of experts. By applying solutions for better managing the customer journey, the Bank streamlined the clients flow to increase occupancy and lower cost per transaction – 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 the experts. It is about the right customer journey to increase sales efficiency and create opportunities to build trust and strengthen customer relationships.

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

Next phase of the project will provide better customer journey of VIP clients.