

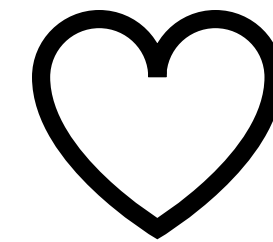
Customer Experience Map - Smart Facilitator of FCR Increase



Redesign of the processes so that it would meet customers' needs and the Bank's expectations, to identify all possible process defects and locate opportunities to provide tailor-made service.

First contact resolution project approach based on mapping customer experience in the process than can bring into the light benefits both from the Bank's and the customers' perspectives.

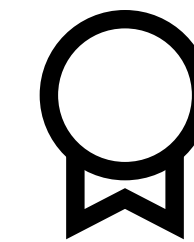
Thanks to the formula of a customer experience map used as a complementary tool to improve customer journey, Geoban PL achieved effectiveness through “right the first time” approach.



FIRST CONTACT RESOLUTION

Over 2400 customers

Effectiveness through “right the first time” approach



DEFECTS DECREASE

Over 1500 customers

Bank revenues increase due to keeping customer loyalty.

The Team

