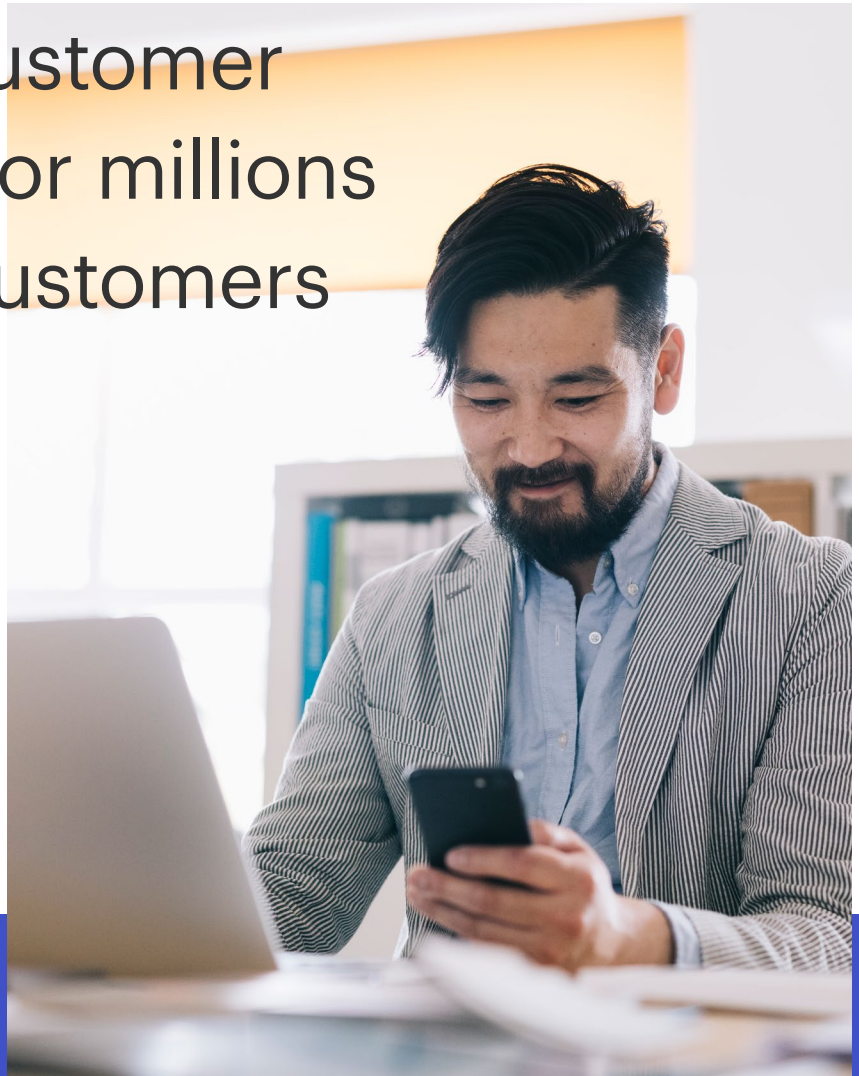


CUSTOMER SPOTLIGHT



Increasing customer satisfaction for millions of banking customers



Results with Medallia

18%

increase in NPS since implementation

500

projects and improvements implemented

45%

of total staff is engaged with the platform

30%

increase in Business Internet bank customer satisfaction

26%

increase in Contact Center customer satisfaction

Medallia

SUMMARY

- Bank of Georgia decided to reinvent customer experience to become more relevant for our customers and increase customer satisfaction throughout their journey with us, so they put a focus on improving customer satisfaction for its 2.5 million customers, across all channels and segments.
- The company chose Medallia to operationalize the bank's customer experience efforts: capturing and prioritizing large amounts of customer feedback, and sharing valuable insights across channels and teams, while utilizing SMT's servicing expertise.
- The bank's CX and technical teams were able to initiate 1,597 new improvements in Digital, Contact Center and Retail Branches based on customer feedback, responding to customers' requests.
- Bank customers are flocking to the new online services, and its customer satisfaction ranking has climbed, surpassing competitors. Now, 96.5% of the bank's daily transactions are handled through digital channels, with half of all transactions (or 10 million monthly) going through mobile and internet banking platforms.

Bank of Georgia's ultimate goal was to deploy a 360-degree view of their customers' journey across all touchpoints – from digital channels like mobile apps to in-person conversations with the contact center and staff at branch offices – to get deeper information in every channel, every day.

Bank of Georgia was committed to creating a customer-centric culture, and wanted to increase engagement between customers and employees, creating a virtuous cycle of feedback, response, and resolution.

Measuring Customer Satisfaction

Bank of Georgia is a leading bank in Georgia, serving around 1.5 million active retail customers and around 64K active business clients. With a popular mobile app and market-leading payment business, the Bank daily engages with thousands of customers. With so many customers – and diverse products and services – the bank needed a better way to gather customer voice and measure the quality of the experiences its customers were having throughout their relationship with the bank.

To see where Bank of Georgia ranked against its competitors, in 2017, NPS was measured against the main competitor resulting in a 17% negative gap.

Bank of Georgia took swift action: establishing a Customer Experience (CX) team, hiring CX experts, and partnering with Medallia and SMT. Before deploying Medallia, Bank of Georgia was creating ad hoc surveys that lacked systematic approach to listening to customer voice on a daily basis.

The bank needed a sophisticated system that could track and escalate issues that end users were having. It needed to be able to respond and resolve end user complaints quickly, to improve customer satisfaction.



Building Engagement into Every Process

In a phased rollout, Bank of Georgia deployed Medallia Digital to give employees a clear view across digital channels, such as mobile banking, Internet banking, and web interactions. The company also launched Medallia's Contact Center Suite to empower call center agents with information and tools to solve customer problems in real time. In less than three years, the bank has implemented ~500 improvement initiatives in response to customer feedback.

"We really love this platform. Now we have a very clear and systematic view of the type of improvements to be implemented to increase customer satisfaction" said Mariam Gegeshidze, Head of Customer Experience Department, Bank of Georgia. "In addition, since we launched Medallia, and with SMT's service delivery support, we have more engaged employees and we are able to be focused on increasing customer satisfaction by engaging with customers proactively and responding in real time."

“

Our team is committed to customer satisfaction. Two years ago, we started rolling out Medallia across all key channels. This has enabled us to be more proactive with our customers, promptly address their concerns, and use their feedback as a catalyst for innovation.”

Archil Gachechiladze

CEO at Bank of Georgia

Bank of Georgia is making good use of its customer data. They're using the feedback to inform employee training, prioritize new projects and services, and share key insights that can be communicated company-wide.

Using these transformal services, Bank of Georgia is able to:

- engage every customer by capturing feedback across channels and throughout journeys
- efficiently 'close the loop' for every customer, resolving all open issues and generating actionable insight
- boost employee engagement using timely data and tools
- improve customer satisfaction by delivering excellent experiences across key touchpoints

New Services Delight Customers

Customer satisfaction has soared; Bank of Georgia increased Net Promoter Scores by 18% since implementation, surpassing the competition. For example, since implementation:

- Business internet bank customer satisfaction increased by 30%
- Contact Center customer satisfaction increased by 26%
- The bank measured a 17% response rate from clients, which is significant, based on the worldwide practice, as well as a 91% Service Level on the close the loop process.

The Bank prioritized new digital projects according to customer requests, such as loan prepayment, adding chat to the Mobile Bank app, easier password reset, and enabling access to all functionalities of the mobile app without internet and mobile data when offline.

And customers are trying out the new online services. Already, more than 100,000 individuals have used the digital process to pay down their loans, and more than a million users have used mobile payments without access to the internet. Overall, 96.5% of the bank's transactions – 10 million transactions per month – are now going through the bank's digital channels. It's good for customers who like the speed and convenience of 24x7 access to service, and it frees up time for call center staff and branch managers to provide higher-touch exchanges.

Bank of Georgia's successes have not gone unnoticed. In Sept. 2021, Global Financing magazine chose Bank of Georgia for Best Digital Bank of the 2021 in multiple categories.

Request a demo at medallia.com

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).

* SMT is expert in designing, implementing and managing Experience Programs. As a Medallia global partner, the company brings strategic and technical consultancy expertise, as well as the knowledge of best practices, to help organizations become better versions of themselves by listening and acting on their customers' feedback.