UNBLU SUCCESS STORIES

Raiffeisenbank increases product conversion using Unblu

Context

Based in Prague, Czech Republic, Raiffeisenbank is part of the RBI Group – and the 4th largest bank in the Central and Eastern Europe markets where it's active. Raiffeisenbank specializes in universal banking services for both companies and private individuals, serving over 1,400,000 customers in total. Across all products and services,

the bank enjoys a high digital adoption rate, with 79% of clients using online or mobile channels every month and 68% using mobile 30 times per month on average. To maintain their reputation as a top digital customer service provider, the team recognized the need to offload the strain on their contact centers by reducing the number of phone calls.

Goals

Diffuse the strain on individual contact center channels

**Maintain the high level of customer service they're known for**

SOLUTION: Phase 1

Beginning their collaboration with Unblu in 2020, Raiffeisenbank identified the Live Chat functionality as the most efficient way to reduce the strain on phone lines and email channels, while better supporting the customers.

The shift to Live Chat resulted in fewer phone and email inquiries. However, with a quicker and more efficient service option available,

Raiffeisenbank found that there was an overall increase in inquiries. To deal with this, the bank used the data from the Live Chat software to train their chatbot and deal with simple queries.

They also implemented Co-Browsing to provide a next-level quality service for high-touch interactions that require in-depth support.
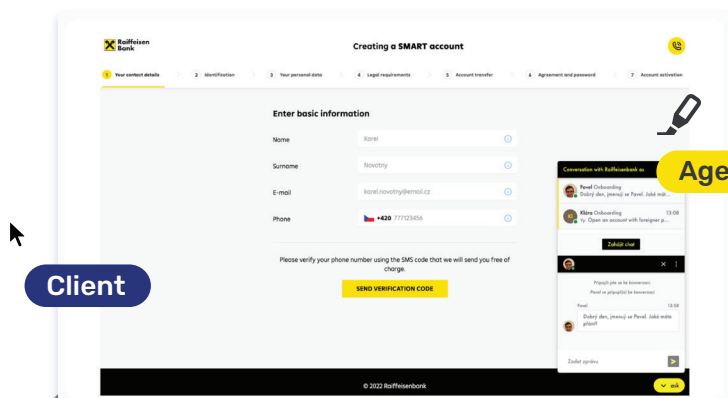
SOLUTION: Phase 2

Beyond the software: how Raiffeisenbank leverages Unblu for added value
### Maximizing conversion with service-to-sale offerings

Based on next-best offer campaigns, service-to-sale offerings gain insights from each customer interaction – whether on Live Chat or phone calls– to recommend a product that may be of interest to them.

As a happy client is more likely to make a purchase, at the end of each successful interaction, agents offer product services based on a recommendation from the bank's CRM.

A similar initiative is in place for pages that display a high purchase intent (such as dedicated landing pages to support an ongoing marketing initiative). On these pages, Live Chat is displayed and prioritized over the chatbot to encourage client interactions and conversions.

Out of 12,000 Live Chat sessions, 6,400 showed the potential to lead to a new upsell conversion – ultimately resulting in 320 new deals representing a 5% Conversion Rate in August 2022. This number went up to 8% the following September, which validates the fact that clients are willing to conduct business over digital channels.

Raiffeisen BANK
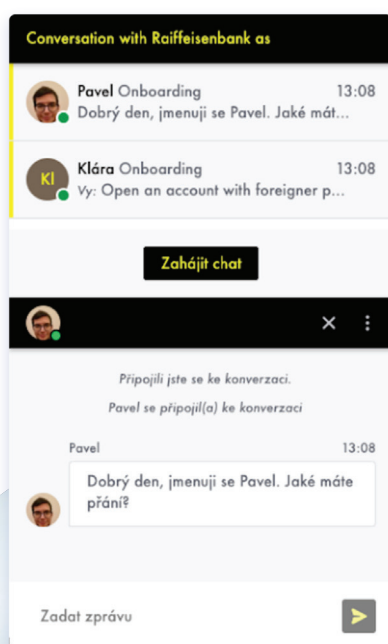
"Excellent customer service creates a baseline that makes all cross-sell or upsell opportunities possible and an omnichannel approach is essential to achieve this. We need to be where the customer wants to interact and provide a variety of options based on preference. This is what Unblu helps us to do."

Michal Plzak
Head of Digital Banking at Raiffeisenbank, Czech Republic

Results

6 min
Average Handling Time on Live Chat

↑ 2x
Agent productivity

★ 4.1/5
Average client satisfaction in 2022

8%
Digital Sales Conversion rate after 9 months

Harnessing Co-Browsing for a client migration project

Given its success in a service context, Co-Browsing and Live Chat were also used to support a major client migration. In 2021, Raiffeisen acquired Equa bank, which specializes in customer lending for just under 500,000 customers.

As part of the integration, Raiffeisen migrated these clients to their front-end. Co-Browsing and Live Chat were used to enhance agents' ability to guide clients through the transition.

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