

SMS Feedback in Raiffeisenbank

In 2011, we started using the OneWay application by OpenOne for the collection of client feedback in our bank. We use OneWay application for contacting our clients by text messages after several different interactions with the bank to find out the level of their satisfaction with which we then work on. We were the first to ask about the satisfaction of clients who have applied for a mortgage loan in our bank. We have gradually expanded the questionnaires, we continue to expand them and now we have the possibility of approaching the clients in 16 different questionnaires.

The interactions which we have covered in this way include client's visit at our branch office, their phone contact to our call centre, their satisfaction with implementation of the financial plan, solving client complaints etc. The reason for expanding the portfolio of these interactions is especially that giving feedback via SMS is convenient for our clients. In many questionnaires, the response rate is more than 50%, our clients add detailed comments and thus we have a perfect overview about our work from their perspective. The high response rate is enhanced by the fact that the SMS responses to the questionnaires are for our clients completely free of charge. For selected repeated surveys, OneWay solution is connected to our internal systems and so it works completely without any manual intervention.

We use the tool on a daily basis, we have set up personalised reporting and we use the functionality of so-called alerts (sending notification emails with client dissatisfaction). These alerts are sent to predefined employees who then try to solve the dissatisfaction with the client. The survey results are further used to improve the service and set the processes but also as a basis for the motivation scheme for bank employees. The clients' satisfaction survey results are also regularly discussed with the senior bank management.

Finally, I would like to add that as the solution manager in Raiffeisenbank I am highly satisfied with the functionality and modifiability of OneWay. The cooperation with OpenOne team is very good. They respond to our demands very fast and they are always willing to seek the most suitable solution for our needs. Furthermore, all our negotiations take place in a friendly and professional atmosphere.



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