



ONL01***

WHY IS THE
SERVICE
FASTER AT THE

MKB BANK

BRANCHES?



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KNOWING THE CUSTOMER BEFORE HE SITS IN FRONT OF US

GROWING IN TIME OF COMPETITION

The Hungarian Commercial Bank (MKB), established more than a half century ago, comes in 2003, through several steps, under the full ownership of the German BayernLB Group. After an expansion on the Bulgarian and Romanian



market in 2005 and 2006, the financial institution had to face a new challenge: How to grow in times of tough competition? One of the answers to this difficult question was making the Customer Services within the branches more efficient.

„ Queue Management is part of our success ”

says Dr. András Sebők
IT Vice-President, MKB Bank

„MKB Bank is a stably growing, XXI. century financial institution. Our operation, success would be unimaginable, without the ONLINET queue management system.”

A MILESTONE IN CUSTOMER RELATIONS

In 2005 ONLINET gained the trust of MKB Bank and the possibility to install Queue Management Systems in its Hungarian branch network. Since then there were 86 branches equipped with such queuing systems. From the customers perspective the system makes more comfortable and useful the time spent with waiting.

The queues disappear, the customers always meet the perfect member of staff for their case, even pre-booked and during the waiting can get useful informations about the bank's products and services. From the bank perspective, the usage of the system results in more loyal and re-ning customers. In the same time the Management has access to data and statistics which helps them to be more successful in reaching their short and long-term targets. Beside the Management there are many other departments who can profit from these data: Sales, Marketing, HR, Controlling, Financial or even IT.

„Giving more to our customers”

says László Király
Deputy of Department Head
MKB Bank IT Development Department

„ The ONLINET Queue Management and the MICROSOFT CRM system are a excellent together. The service of our customers is faster, noticed and appreciated by them.”

Facts
Figures &



- Actual owner: BayernLB (Germany)
- Established: 1950 (Hungary)
- Number of countries where operates: 3 (Hungary, Romania, Bulgaria)
- Number of customers: more than 1 million
- Number of branches: more than 220
- Number of branches in Hungary: 86
- Market share in Hungary: approx. 10% on corporate deposit market
approx. 6% on private deposit market

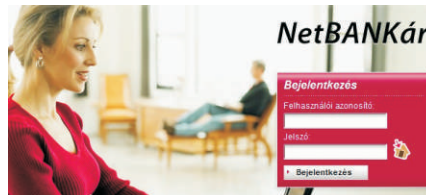
in co-operation with:

Microsoft

„More personal relationship“

says a member of staff
at MKB Bank

„Before the customer sits in front of me, I can see who he is. Our relationship becomes more personal and he simply feels, he is more than just a number on a ticket.“



Online

QUEUE MANAGEMENT – CRM INTEGRATION

In the first half of 2010 started the integration of the ONLINET Queue Management Systems and Microsoft Dynamics CRM systems, operating in the MKB Bank branches.

MKB Bank had the following goals with the integration of these two systems:

- faster, more comfortable service
- more personal customer relationship
- comprehensive case follow-up
- more detailed customer profile
- more detailed statistics
- more satisfied customers
- more efficient work

booking system

Using the MKB Netbankár service, the bank's customers can book online an appointment. During the booking process the system will generate a unique code. Arriving at the branch, the customer will select, at the ticket dispenser terminal, the menu referring to the pre-booked customers. Then the customer will type in the code received during the online booking process. After this a ticket with a calling number will be printed. The system will place the customer on the top of the „virtual queue“, being called first at that specific service. In the same time, the customer data will appear on the staff's computer screen.



ONLINET Group in a nutshell

ONLINET Group is a European leader in developing, manufacturing Queue & Customer Management Systems and Digital Signage solutions. With branches in 7 countries and resellers on 3 continents we provide solutions in the Financial, Telecommunication, Retail, Healthcare, Education, Transport and Public sectors.

Awarded by Deloitte in 3 consecutive years, as one of the fastest growing technology company in the Europe-Middle East-Africa and Central Europe regions, ONLINET through its systems manages around 500,000 customers daily in more than 1,200 Customer Services.





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