



HOW DID **RAIFFEISEN** **BANK**

INCREASED IT'S SALES EFFICIENCY?



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| Document type: | <u>CASE STUDY</u> |
| Registered as: | <u>ONL/01-09</u> |
| Date: | <u>12-12-2009</u> |

RAIFFEISEN: CUSTOMER SERVICES AS SELLING POINT

in co-operation with:



FACING CHALLENGES

Raiffeisen is one of the leaders on the financial market in the Central and Eastern European region and one of the most important banking institutions in Hungary. In Hungary operates more than 140 branches and has almost 550,000 private, 40,000 small and medium corporate, more than 4,400 large corporate and more than 150 city council clients. With the fast growing the Customer Services efficiency became a more and more important issue. The changes in the global economical climate brought into focus again the importance of increasing the sales and cutting the costs.



2004: THE YEAR OF THE CONTACT

In 2004 Onlinet started installing Queue and Customer Management System in Raiffeisens Hungarian branches and in the past 5 years there were 140 branches equipped with such systems. From the customers

perspective the systems makes more comfortable and useful the time spent with waiting. The queues

"Onlinet is a flexible partner"

says Laszlo Gyorgy
CEO, CISCO Hungary

" Onlinet really understands new market needs, and also realized that innovation can turn "simple" products into an effective IT solution."

disappear, the customers always meet the perfect administrator for their case, even with pre-registration 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 rening customers. In the same time the Management has access to data and statistics which helps them to be more successfull 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, Investments, Financial or even IT.

"It's enough to say CISCO"

says Adam Wortmann - CEO, Onlinet Hungary

"Everything is in the name: quality, reliability and professionalism. We didn't had a doubt that we made the best choice."



**Raiffeisen
BANK**

Facts

& Figures

Raiffeisen Hungary is a member of the Raiffeisen International Bank Holding AG

Headquarter: Wien, Austria

Year of establishment: 1927

No. of countries where operates: 16

No. of customers: more than 15 million

No. of branches: more than 3,200

Nr. of employees: 66,650

Profit after tax in 2008 : ca. 15 billion EUR

Ratings (April 2009): Standard & Poors : A-1 / A

Moody's : P-1 / A1

CISCO MAKES THE SOLUTION COMPLETE

in co-operation with:



As the target was to reduce its costs and increase its revenue, Raiffeisen was looking to improve its image of a XXI century bank. The efficiency of the paper-based posters or of the same commercials played over and over again, became questionable in our days. That's why the bank decided to improve some of its branches with digital signage solutions.

The tender was won in 2009, together by Onlinet and Cisco. The projects consists in delivery and installation in 70 branches nationwide of 250 LCD displays and 140 Cisco DMS (Digital Media System) systems. The heart of the DMS system is a Digital Media Player (DMP) which can be managed from a central location and is able to play videos and commercials from a predefined list.

The DMS system connected to the Queue and Customer Management System is able to display on the same LCD screen commercials and the ticket numbers of the waiting customers.



„ Two words: loyal customers “

says a member of staff
at Raiffeisen Bank

“I think it's just simply good to step into our branches ... and in this, Onlinet and Cisco had an important role.”

How does it work?



The Cisco DMS system connected to the previously installed Onlinet Queue and Customer Management System, plays commercials and dynamic content on the LCD screens placed in the window-displays and Customer Waiting Area. The system allows that the approved content, with a single click on a central location, to be distributed over the whole connected branch network. The terms of usage, the playlist and the play frequency of the content can be managed centrally as a global rule, separately for a region or even to each branch. The system itself allows the content played on the LCD screens placed in a waiting area to be overwritten according to the most selected services on the ticket dispenser terminal. In this way these commercials are not just monotonic accessories of the waiting time, but tools delivering important information and generating new sales. The content that plays in different locations can be the same or individual.

WAYS TO INCREASE EFFICIENCY

Replacing the paper-based posters and commercials many costs can be cutted. The printing, delivery and placement costs dissappear. Changing a content to a specific deadline, quickly react to a new market need or competitor product will be just even a matter of minutes. Controlling the whole process or even making it measurable becomes possible. Ordinary people are just passing-by disinterested the commercials with a static content. A well designed dynamic content can catch the eye and can drag a potential client even from the street. A targeted content, more than that, can generate buying impulses.

The LCD screens placed in the Customer Waiting Area fulfill three roles in the same time: digital poster to play commercials, central display for the Queue Management ticket numbers and newsboard for tickers displaying exchange rates, news or announcements. In this way the system helps in reaching two portant goals: cutting the costs and increasing the sales and cross-sales efficiency.



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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