



DAVIVIENDA

**Changing the culture
of customer
experience one touch
point at a time**



DAVIVIENDA





INDUSTRY Banking, Finance
COMPANY SIZE Enterprise
USE CASES CX



HOW DAVIVIENDA CLOSED THE EXPERIENCE GAP

+ MEASURING AND TRACKING THE ENTIRE CUSTOMER EXPERIENCE

Since Davivienda partnered with Qualtrics, its approach to CX has undergone a radical transformation. Instead of relying on sparse and skewed survey data, Davivienda can measure more than 50 aspects of CSAT-related behavior from a larger, more diverse, and less biased sample of its customers such as waiting time and knowledge of agent.

+ STREAMLINING THE BANKING EXPERIENCE FOR THE CUSTOMER

Davivienda's mobile banking app was developed with customer data it has received, processed, and analyzed through Qualtrics. The app has streamlined the experience by giving customers access to information and services no matter where they are. By allowing customers to submit complaints and concerns on the website and app, Davivienda has drastically reduced the amount of time it takes to respond to problems. This also enabled them to remove an expensive third party service that was assisting with customer calls.

+ DEVELOPING A COHESIVE CX STRATEGY AT EVERY LEVEL OF THE ORGANIZATION

Davivienda's CX platform has an online interface that allows branches to coordinate, share data on demand, and develop a cohesive, company-wide CX strategy. The interface lets local branches draw upon data from the entire company (such as training and knowledge of agents), which provides opportunities to test different approaches, compare performance indicators, and keep the lines of communication wide open.



To have the ability to convey information immediately across every bank branch enhanced transparency and changed the company culture. Now managers are acutely aware of what customers want and need, and we are a much more customer-centered organization.”

CONSTANZA TOLOSA– DIRECTOR OF CUSTOMER SERVICE

THE RESULTS:

#1

in overall customer
satisfaction in
banking sector
2018

40%

reduction in
call center expenses

1

fully integrated
customer experience
platform