

Large bank in APAC – we launched new wave of CX improvement to break away from competition

Situation

- Major retail bank, among the most profitable globally
- Long history of customer experience as the source of differentiation
- Local competition recently closed the gap on CX, driving the bank to spring to action and completely refresh their approach to leading in CX

What we did

- **Set an unprecedented NPS aspiration** and supported it through KPIs
- **Performed a diagnostic of journey NPS**, identifying which journeys matter and why, gathering customer experience feedback by surveying thousands of customers and linking results to operational and financial data
- **Building a playbook and infrastructure to drive journey NPS**, using an 'RTS-inspired' approach to driving journeys through a stage gated maturity model
- **Conducting detailed journey redesign** for prioritised journeys and **identifying improvement initiatives** for each journey with a road-map to achieve aspiration

Impact

- Successfully transitioned the organisation from CSAT to NPS
- Re-designed 3 of the most critical experiences, systematically addressing pain points and find opportunities to delight
- Uncovered other major issues in customer base around trust, loyalty and price perception