



How can I measure and optimise the quality of counselling in several branches with eTrusted?

Increase customer satisfaction along the customer journey.

Success Story

With the integration of eTrusted, customer experience feedback was collected from our customer at four different service touchpoints: After the initial consultation, after signing the contract, after visiting the branch, after using the customer service.

With the help of the eTrusted KPI dashboard, the feedback at the touchpoints of different branches could be analysed. That way, the customer experience could be analysed and optimised comprehensively.

4

Branches

>1,100

Feedback count

4.55

Stars

*from a possible 5

Further benefits for the branches

- The **online reputation** of the bank branches was improved. Reputation management on other **platforms** also had a supporting effect.
- The insights and placement of feedback from happy existing customers are used to **acquire new customers**.

Information

A large German *Sparkasse* integrated eTrusted within the organisation to compare and improve customer satisfaction across different branches.

There was a desire to gather comprehensive feedback for internal and external purposes.



Teamlead Sales

"With the help of eTrusted, we were able to improve the quality of our consulting even further. In particular, we were able to optimise the initial consultation and thus acquire more new customers."

How can you increase customer satisfaction with eTrusted? Let's talk.

