

Success case

A set of solutions designed
for banking customers

in partnership with:





Inspiring Customer Experience



Video Advisor

Thanks to our **solution**, Eudata was able to provide Eurobank a **Video support** for the management of the different requests from customers.

The **co-browsing** helped this process by making easier the possibility of e.g. sharing the documents.



The company

Eurobank Group, is a dynamic financial institution with a presence in 6 countries (Greece, Cyprus, Luxembourg, Serbia, Bulgaria and the United Kingdom). Focusing on the customer and their needs, he designs financial products and services. It provides advanced options contract and services to individuals and companies. It operates with transparency, reliability and modern corporate governance.



The goal

Create a **virtual video branch** able to improve the CX, making available online the services which are traditionally provided in the branch. Based on their needs and comfort, **customers can choose between a digital and a physical experience**. The services exploits the existing Cisco platform integrated with Eudata Video Advisor.

They say about us

A few word from one of the protagonist of the project

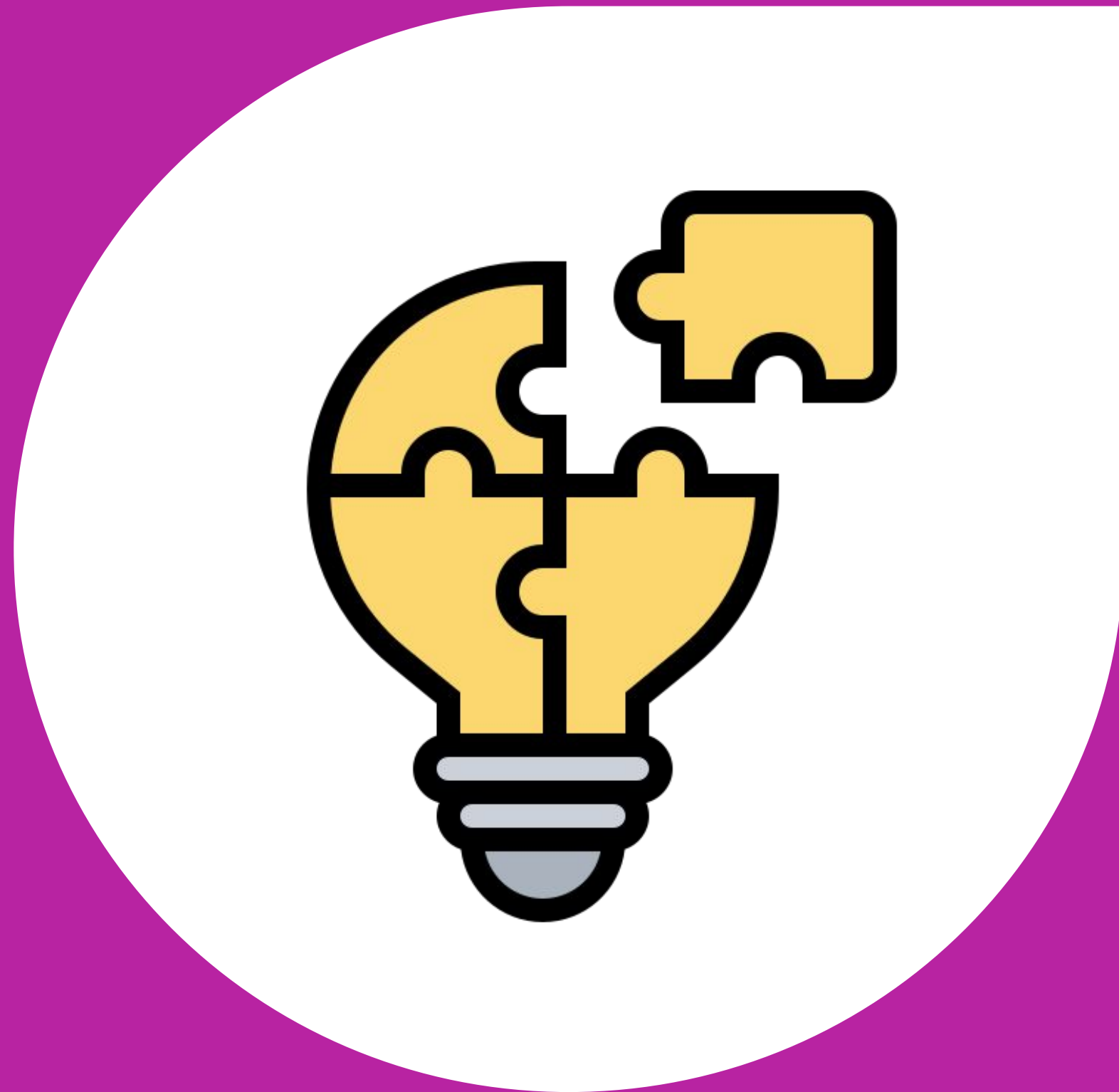
*“Thanks to the work of Eudata, OTE was able to help Eurobank, one of the four major banks in Greece, develop and enrich its portfolio of services in order to provide the **best** Customer Experience possible.*

*The **Video Advisor Solution** can support the customer during his/her interaction with the bank in an effective and easy-to-use way. Eudata's solution, which seamlessly integrated with the contact center platform to create the enriched Video Banking environment, gave Eurobank the **key to differentiate from its competitors** and strengthen the relationship with its customers.*



Panagiotis Georgiou

- Service Delivery
Manager -



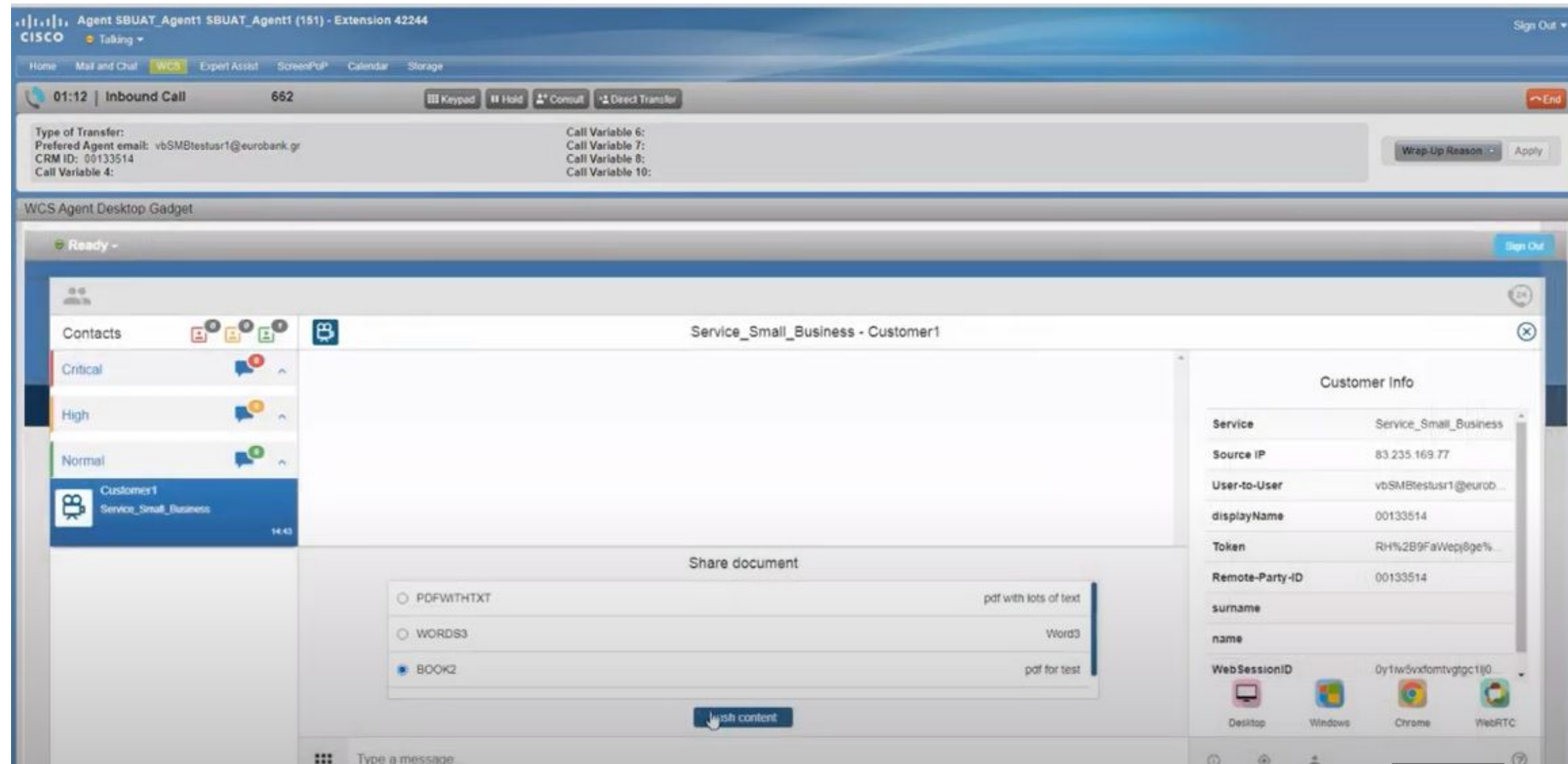
The solution

Use case 1

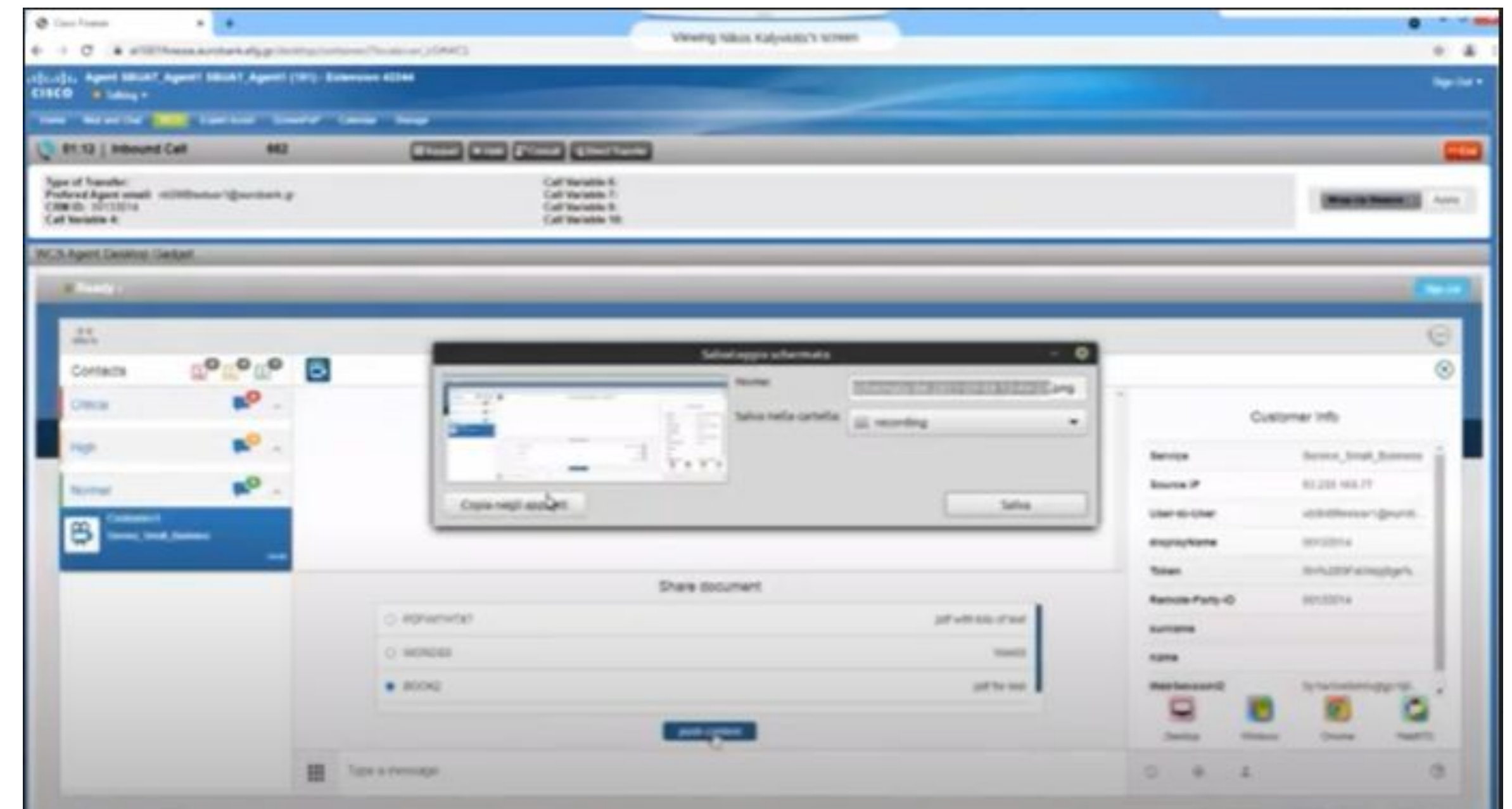
Video Support for the promotion of Mortgage loan



Use case 1- Push Notification



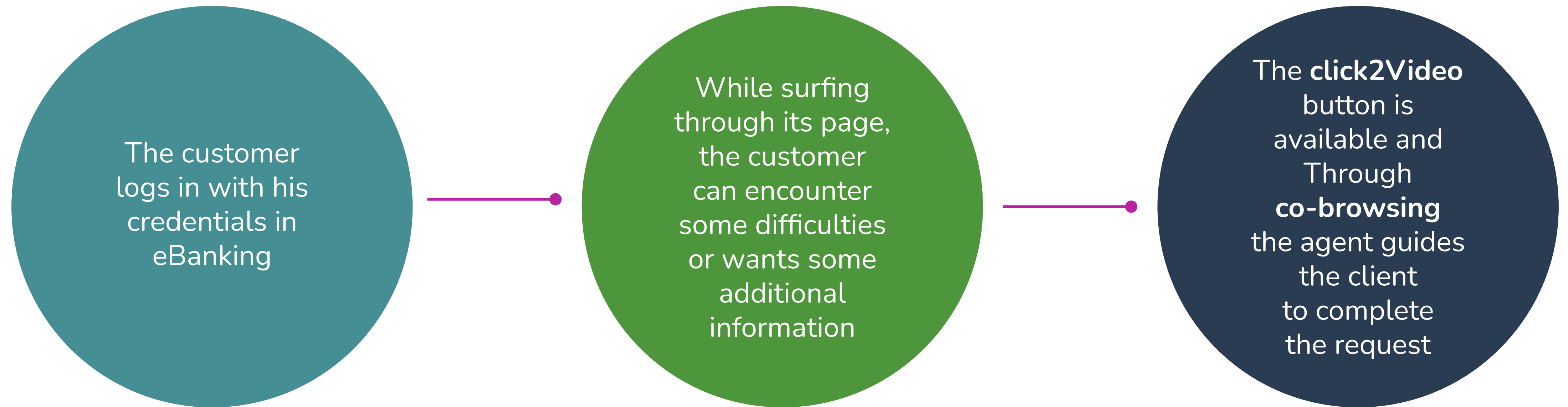
Here are the various options to save and store the document



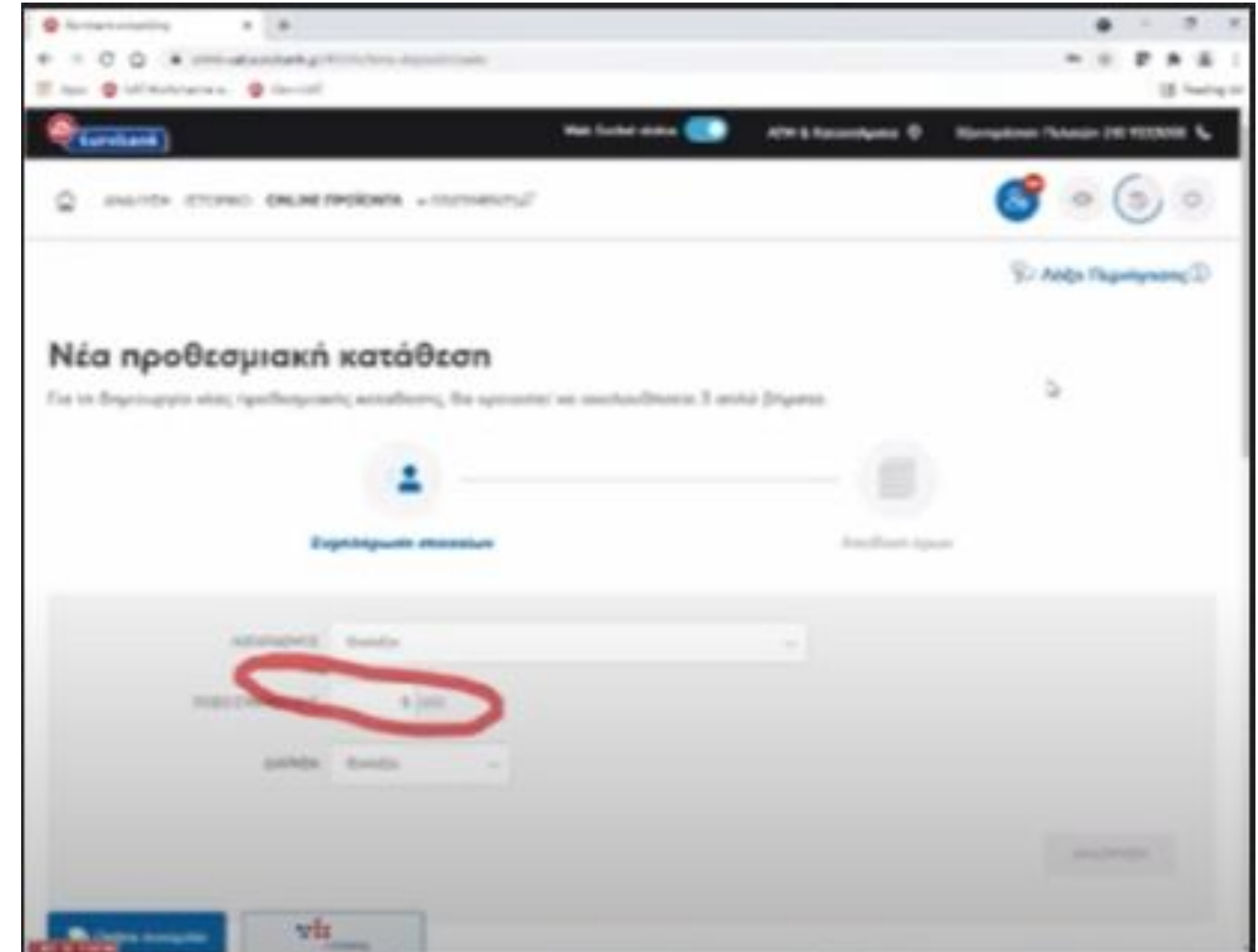
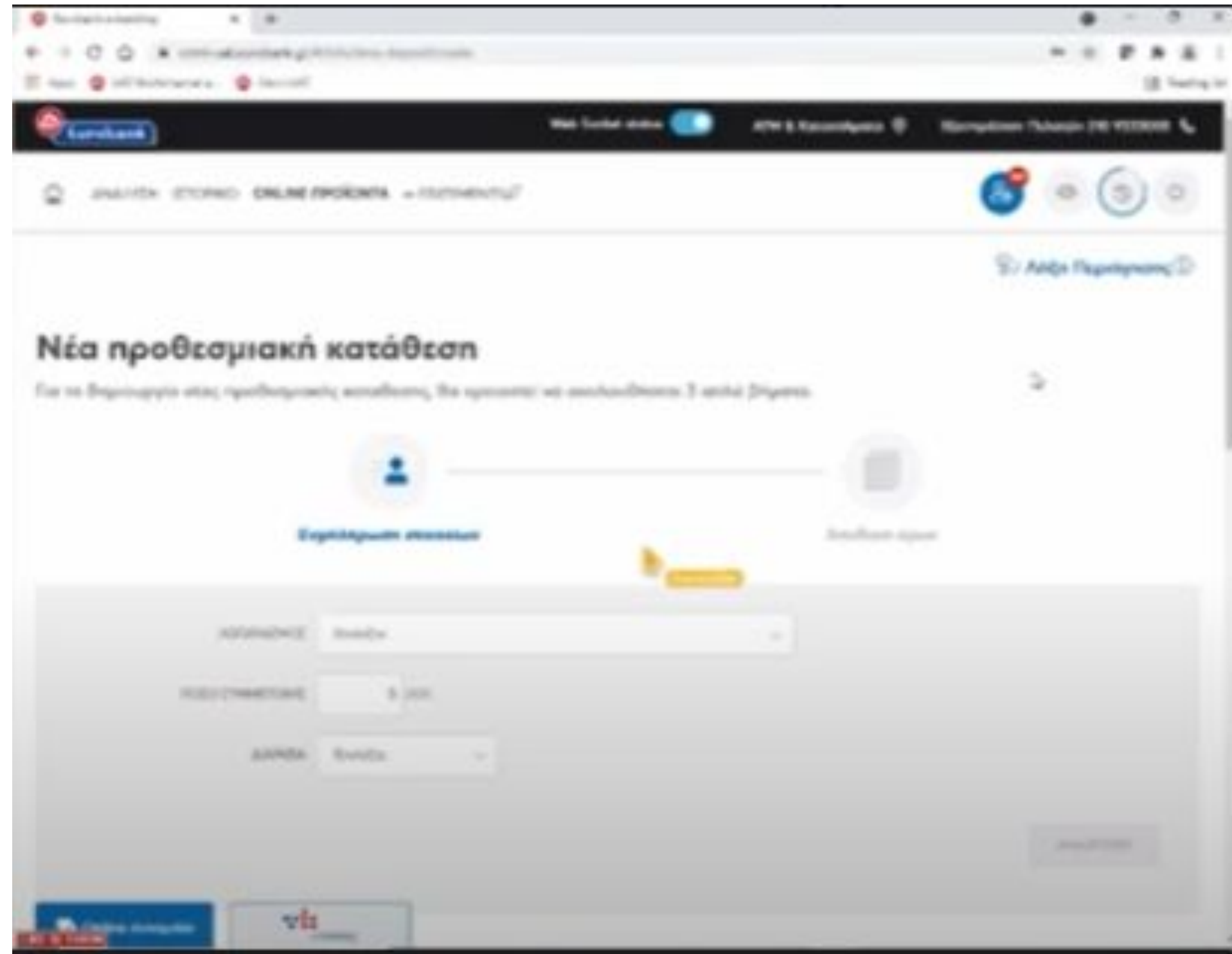
- On the left part there are the incoming contacts
- On the central part the document push can be triggered
- On the right part customer info and contact history are displayed

Use case 2

Video for support with online sales



Use case 2- Co-browsing



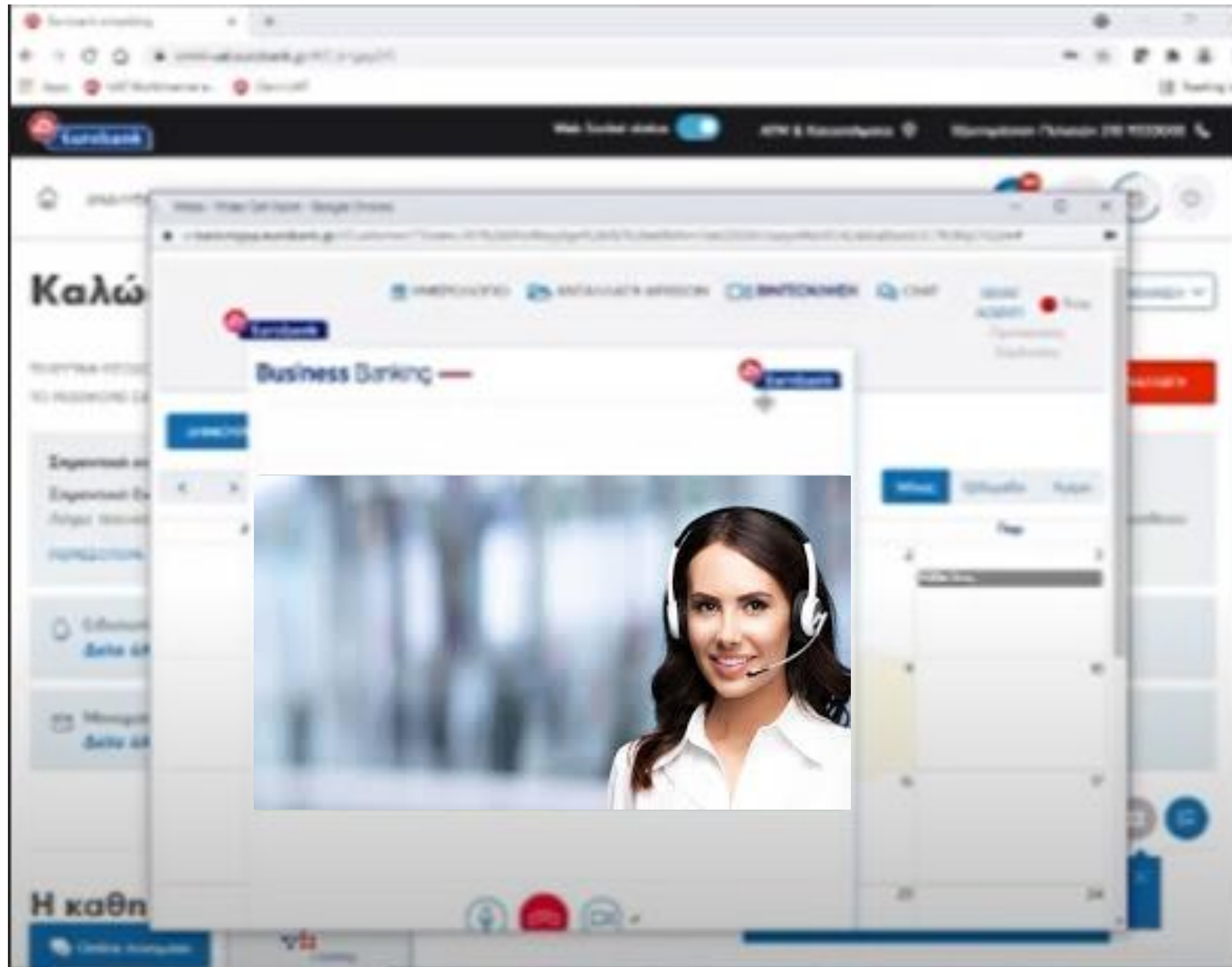
The agent mouse is visible in yellow on customer side and the agent can highlight portions of the page

Use case 3

Video Support for product promotion with potential customers



Use case 3- Video call



The **video session** is established between the customer and the Eurobank agent

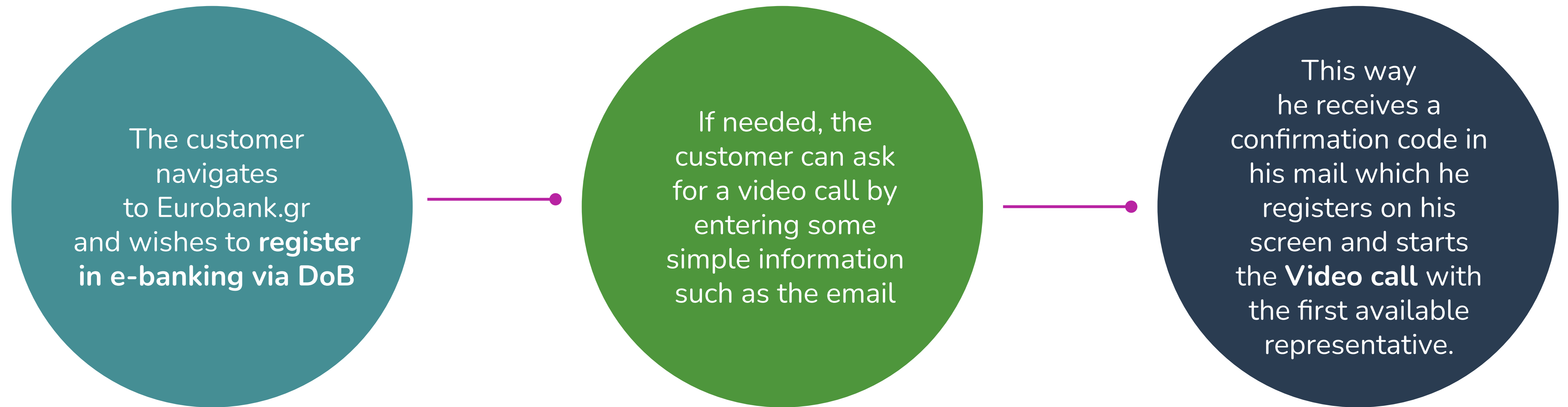
Use case 4

Video Support in case of complaints



Use case 5

Video support for customer registration in e-banking with DoB (Digital Onboarding)



Functional architecture





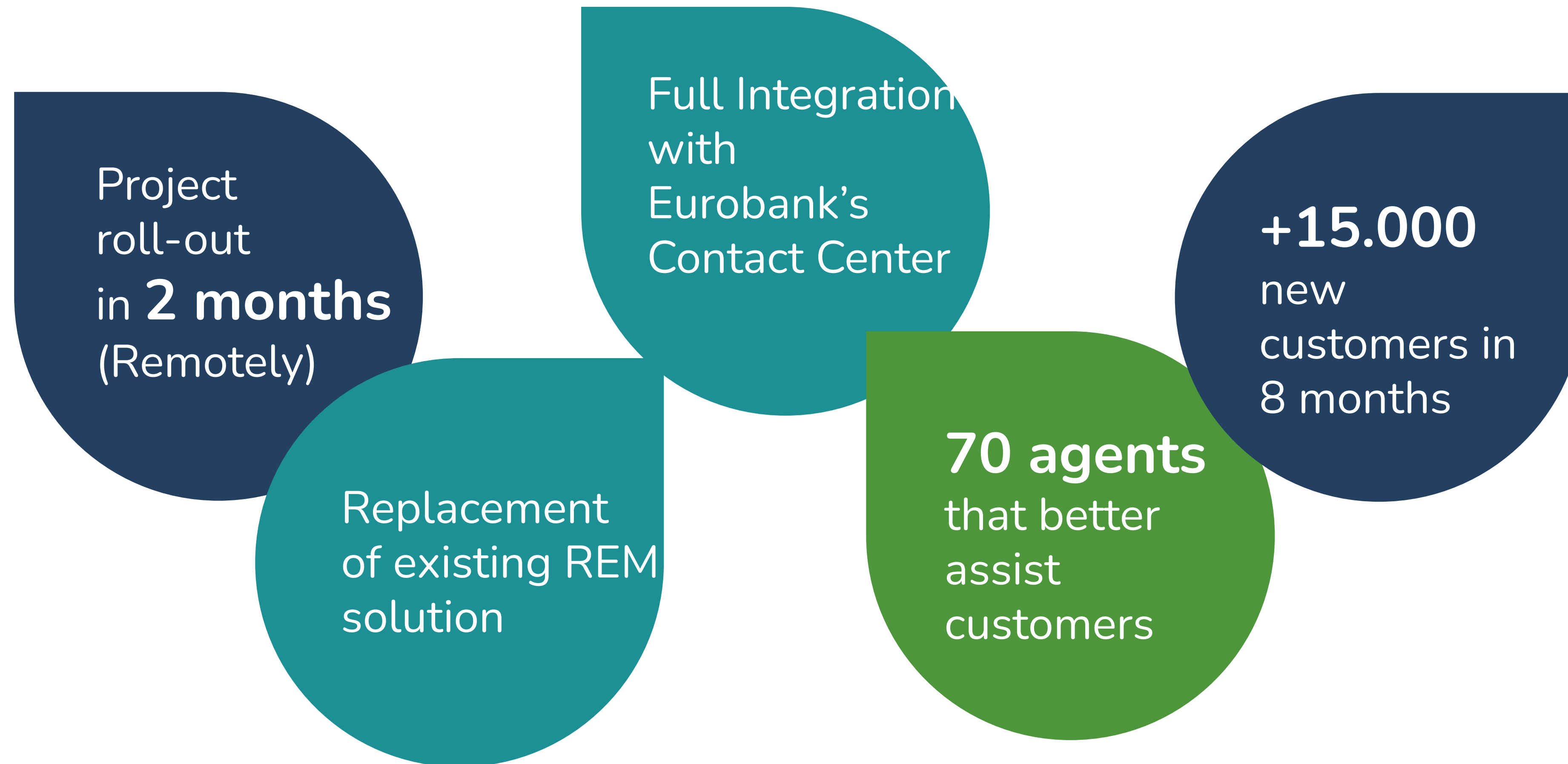
The advantage of Eudata Solution

Our Results

320-350
financial
advisory
sessions per day

Financial Video advisory sessions are a really important part of the selling, upselling and cross-selling process of Eurobank

Our Results



We talk about the project

A few word from one of the members of Eudata

*“The work of Eudata allowed Eurobank to vary the way it interacts with its customers, giving the possibility to exploit the digital channels and improve remote interactions to **sell/upsell**. This help Eurobank to improve the quality of the Customer Experience and give them a new opening on the Customer Management.”*



Sandro Parisi

-CEO-



Thanks!