

 Feedback Management

How BPCE GROUP exploits Voice Of Customer to develop its new services

CASE STUDY – BPCE GROUP

 Skeepers

 GROUPE BPCE



Customer



BPCE, the 2nd largest banking group in France, offers its customers a complete range of products and services such as: savings, investment, treasury, funding and insurance solutions.

BPCE Group launched a digital transformation programme that benefits all of Banques Populaires and Caisses d'Epargne banks.

To support the programme, BPCE wanted to use a solution that could measuring customer satisfaction, combined with an innovative customer experience steering tool.

The goal was to ensure the adequacy of future projects with the daily needs of its customers, in order to be as close as possible to their expectations in terms of Digital.





INDUSTRY

Banking



WEBSITE

www.groupebpce.com



PRODUCTS

Feedback Management



SKEEPERS CLIENT SINCE

2021

The group's banks support their customers by constantly adapting to the changing environment.

Actually, they achieve this by often anticipating it: from banking developments, but also from societal, industrial and digital ones.



Challenges



- Get a real-time measure of customer satisfaction, for the group and for each bank.
- List suggestions for improvement, to integrate Customer Voice into project roadmaps.
- Identify friction points and prioritize developments according to customer expectations.
- Drive satisfaction through channels (web, mobile, tablet) to improve the customer experience.



Solution



Overall, are you satisfied with
the use of your customer space?

Very satisfied

Quite satisfied

Dissatisfied

Not satisfied at all

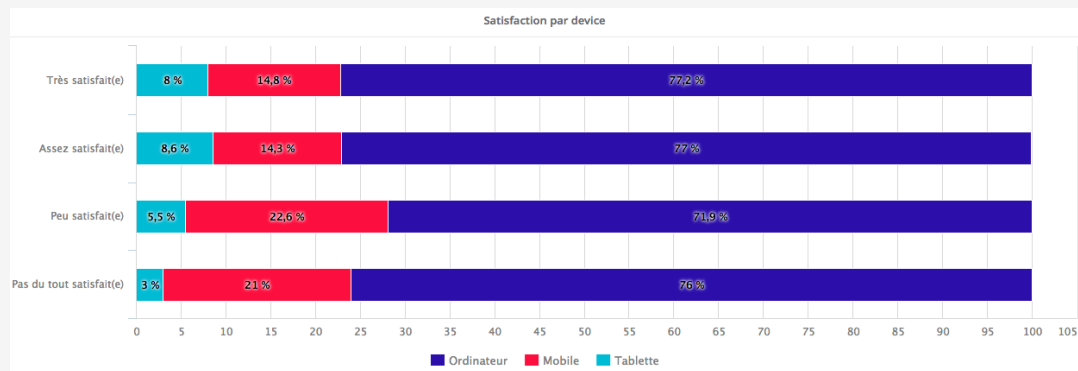
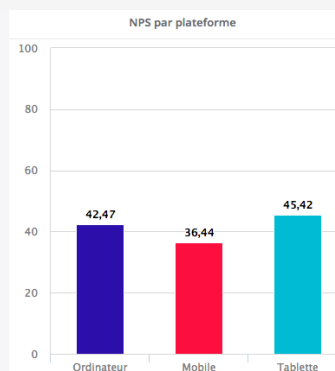
Customer Voice at the heart of strategy

BPCE gives its customers a voice every time they interact with their **bank**. Every day, 4500 surveys are sent by email depending on the actions carried out by the customers: account consultation, transfer, product subscription. The sample of respondents contains 150 clients per day for 30 agencies, equally divided between Banque Populaire and Caisse d'Epargne.

The results of each campaign **allow an analysis of the customer's experience at different stages of his relationship** with the brand.



Solution



Omnichannel data collection

Campaigns are deployed with Adobe Campaign (for the Caisse d'Epargne) and via Gocad (for Banque Populaire), they include the first question in the body of the email.

The surveys are customised to the image of each branch of the group and designed according to the type of connection used: computer, mobile or tablet.

They are composed of 5 questions to measure satisfaction, NPS and effort made. At the end of the questionnaire, a free input field allows the customers interviewed to express themselves.



Solution



Monitoring performance with decision dashboards

For decision making, the teams, operational and top management, can use real-time business indicators:

- the overall satisfaction rating specific to the device used,
- the evolution of the number of answers per day, week and month,
- the effort by goal via the crossing of several questions,
- the evolution of the NPS by establishment and by customer segment.

The group also base decisions on a specific calculation: Satisfaction rate – Dissatisfaction rate, and its variation.



Solution



Continuous CRM enrichment

The answers collected by Banque Populaire and Caisse d'Epargne are **automatically integrated into the Adobe campaign CRM**.

This data is then **used by all the teams of the group**: marketing department, sales department, but also by the customer service department.

Privileged customer relation

By means of post-answer actions, defined for each survey, potential dissatisfied customers are immediately identified via flags and their attached agencies are notified by email alerts.

An advisor can then contact the customer again in order to find a suitable solution quickly.



Results

2x

System deployment

Deployment of the Customer Voice system twice as fast as planned, for the first 30 agencies

15 000

Answers

15 000 answers per month



Results



- Omnichannel deployment and automated measurement of customer experience via customised surveys.
- Campaigns deployed via Adobe Campaign and Gocad.
- Reintegration of collected data into Adobe Marketing Cloud.
- Real-time and multi-level decision making, with Dashboards.



CASE STUDY – BPCE GROUP

Customer review : Hélène JONQUOY

Head of Digital Product

Thanks to Sleepers, **we give our customers a voice every day**. This allows us to manage satisfaction in real time and co-construct with them our future products and digital services.

Sleepers also allowed us to monitor the results for each Banque Populaire and each Caisse d'Epargne, **in order to identify for each of them the levers of improvement we should put in place**. Thanks to the reactivity of Sleepers's teams, we have already been able to deploy the system on 30 of our establishments within a few weeks only!



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