

# EspañaDuero relies on Qmatic solutions to manage customer experience in its branches.



” Thanks to Qmatic solutions, we have successfully optimized waiting times and kept our customers informed at all times. ”

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To improve its in-branch customer service, and in addition to organizing working patterns and appointments, EspañaDuero needed to enable its customers to always be informed of waiting times and when they could be served. The solution they required had to be able to carry out these functions, and enable bank managers to monitor the service status at all times.

## The solution

Following an analysis of the client's objectives and needs, the decision was made to install the Qmatic Solo customer experience management solution, which features self-service touch screen kiosks used in the welcome or reception areas, as well as multimedia monitors to keep customers in the lobbies or waiting areas informed by showing them where they are in the waiting process at any given time.

## The results

Following the implementation of the *Qmatic Solo* solution, the following results have been observed:

- From the customer's point of view: they now have a reception kiosk that allows customers to obtain a turn to be served, and the monitors keep them informed of waiting times, reducing the overall level of customer uncertainty and stress.
- From the bank's point of view: the Qmatic system allows it to actively manage customer flows and waiting times, which has resulted in shorter service times as well as improved customer service.

The Banco de Caja España de Inversiones, Salamanca y Soria S.A., EspañaDuero, is a financial entity that operates primarily in Castilla y León, Cáceres and Madrid, though it also maintains a presence in other regions of Spain.

It began operating as a bank in 2011, and in 2014 it became a subsidiary of Unicaja Banco.

In this new phase, EspañaDuero is renewing its commitment and historic roots in its traditional operating region.

The bank is driving and revitalizing its commercial activity to improve the quality of its customer service on a daily basis. The three defining characteristics of the founding entity are: its local nature and proximity to customers, its contributions to economic development and its fight against financial exclusion.

## The situation and challenges

Taking into account the demands of today's consumers, and faced with the need to improve the branch experience, EspañaDuero decided to implement a customer experience management solution.

## SOLUTION OVERVIEW

### ESPAÑADUERO

EspañaDuero is the result of a business merger between Caja España and Caja Duero in 2010. In April 2014, it became part of Grupo Unicaja Banco, one of Spain's leading financial entities.

**SECTOR** Banking

**REGION** Spain

**GEOGRAPHY** 470 branches throughout Castilla y León, northern Extremadura and the Community of Madrid

### THE CHALLENGES

- To manage and reduce waiting times to provide better customer service
- Improve administrative efficiency
- Maintain a consistent brand image throughout the branches

### THE SOLUTION

- Qmatic Solo platform
- Self-service touch screen kiosks
- Multimedia monitors for waiting areas

### THE BENEFITS

- Improved customer experience.
- Reduced waiting times.
- Improved employee time management