



Revolutionizing Appointment Scheduling

at Banca Transilvania

CASE STUDY

Industry: Finance



"I don't believe we can imagine our life now without Linistry's appointment scheduling solution." – Ionut Marciuc, Regional Coordination Network Director, Banca Transilvania.

BANCA BT TRANSILVANIA®

Staff

10,000

Problem

- ▶ Long queues and waiting times
- ▶ Low-quality customer interactions
- ▶ Daily work organization issues

Solution

- ▶ Linistry (Geomant) Appointment Booking

About Banca Transilvania

Banca Transilvania (BT) is one of the largest banks in Romania. It offers a wide range of services, including personal and business banking, loans, and investment products. BT is known for its commitment to innovation and customer-centric services. The recent acquisition of OTP Bank Romania marks a strategic expansion for BT, further solidifying its position in the Romanian banking sector.

Executive Summary

Banca Transilvania faced challenges managing customer waiting times and improving overall client interactions. To address these issues, the bank partnered with Linistry and Geomant to implement an online scheduling solution. This solution has significantly reduced queues, enhanced customer interactions, and streamlined staff organization, leading to a marked improvement in customer experience and operational efficiency.

Challenges

In the past, Banca Transilvania faced several challenges:

Long Waiting Times

Customers often experienced extended waiting periods, which affected their overall satisfaction and perception of the bank's services.

Inefficient Staff Organization

The lack of a structured appointment system made it difficult for staff to manage their daily tasks effectively, resulting in increased stress and reduced productivity.

Suboptimal Customer Interactions

Employees were less prepared for client meetings, leading to less personalized service deliveries.

Operational Inefficiencies

The absence of a streamlined scheduling process contributed to operational bottlenecks, affecting the bank's ability to serve customers promptly and efficiently.

The Solution

To overcome these challenges, Banca Transilvania adopted an online scheduling solution provided by Linistry and its implementation partner, Geomant. The Linistry Appointment Booking allows customers to book appointments in advance, ensuring they receive a timely and personalized service upon arrival at the bank. The scheduling system has been seamlessly integrated into the bank's daily operations, becoming an indispensable tool for the staff.

Key aspects of the solution include:



Smaller queues

Customers can schedule their visits, minimizing the time spent waiting for services.



Higher-quality client interactions

Bank employees can be better prepared for client meetings, having access to information about the client's needs and the appointments in advance.



Organized workdays

Staff members can manage their schedules more effectively, prioritizing daily tasks and reducing stress.

Complete the appointment:

BT Unit

Programming for

Agnita Agency

Account openings and updates

Name and Surname

8 februarie 2024, ora 15:30

< February 2024 >

| LU | ME | ME | OJ | YOU | Sa | GO |
|----|----|----|----|-----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | | | |

Choose a time slot

09-11 11-13 13-15 15-17

Choose time

15:00 15:15 15:30 15:45
16:00 16:15 16:30

Results

The implementation of Linistry Appointment Booking has yielded significant benefits for Banca Transilvania:

Reduction in Waiting Times

The time customers spend waiting for services has been significantly reduced, enhancing overall satisfaction.

Improved Customer Interactions

Employees can provide more personalized and attentive service, fostering customer loyalty and trust.

Streamlined Staff Organization

The scheduling system has improved staff productivity and reduced stress, allowing employees to focus on delivering high-quality services.

Conclusion

Banca Transilvania could drastically reduce queues and customer waiting times, interact with clients the way they like, and make banking representatives work more organized with Linistry (Geomant) Appointment Booking. The online scheduling solution has significantly improved both customer and employee experience, setting a new standard for customer-centric services in the banking industry.

About Linistry

We develop highly customizable, SaaS-based customer journey solutions that go beyond traditional queue management and appointment booking. Our focus is on transforming these processes into strategic tools that drive sales and enhance customer experience. Linistry helps branch networks increase conversion rates by seamlessly integrating digital and physical touchpoints.

About Geomant

Geomant is a System Integrator with more than 20 years of experience in the Customer Service and Call Center market. Its customers are all over Europe and the United States.

 linistry

Contact Us

