linistry

Transforming Branch Experience with Smart Appointment Booking and Queueing

UniCredit Bank Case Study

UniCredit Bank

Company size

2,000 employees

Problem

- ▶ Long queues and waiting times
- ▶ Customer dissatisfaction
- ▶ Employee frustration

Solution

- ▶ Linistry Appointment Booking & Queue Management

Executive Summary

UniCredit Bank Hungary embarked on a mission to significantly improve customer experience and operational efficiency in its branches. Within just three months of implementation, UniCredit saw measurable improvements in service times, employee satisfaction, and client feedback, achieved through a paperless, flexible, and future-proof customer journey solution.

About the Client

UniCredit Bank Hungary Zrt. is one of Hungary's leading financial institutions, and a member of UniCredit, a successful Pan-European commercial bank. Operating almost fifty branches across Hungary, UniCredit is recognized for its innovative banking services, having earned the title of "Bank of the Year" in 2024 by Financial Times The Banker. The bank serves millions of customers across Central and Eastern Europe with a focus on providing cutting-edge financial solutions.

Challenges

Before implementing Linistry's solution, UniCredit did not use a centralized system for appointment scheduling and queue management. This led to several critical pain points:

Customer dissatisfaction due to long waiting times and unmanaged queues.

Frequent conflicts and noise in branches disrupting both staff and visitors.

Employee frustration resulting from unpredictable workloads and quarrels with clients.

The turning point came as customer complaints steadily increased, highlighting the urgent need for a modern solution.

The Solution

The bank's management required a unique, cost-efficient, and innovative solution and defined strict selection criteria, including:
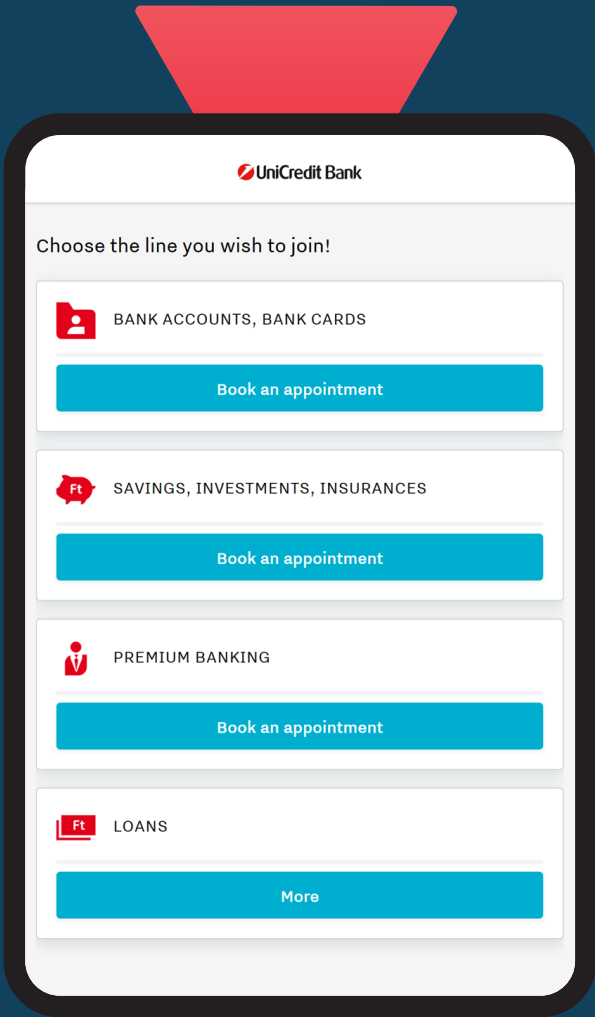
- **Fast rollout**
- **Paperless design**
- **Use of existing infrastructure**
- **No demand for banking IT resources**
- **Low hardware costs and software fees**

Only Linistry's out-of-the-box SaaS solution was able to meet these conditions, and they also had live references. After evaluating several competitors, UniCredit chose Linistry for its:
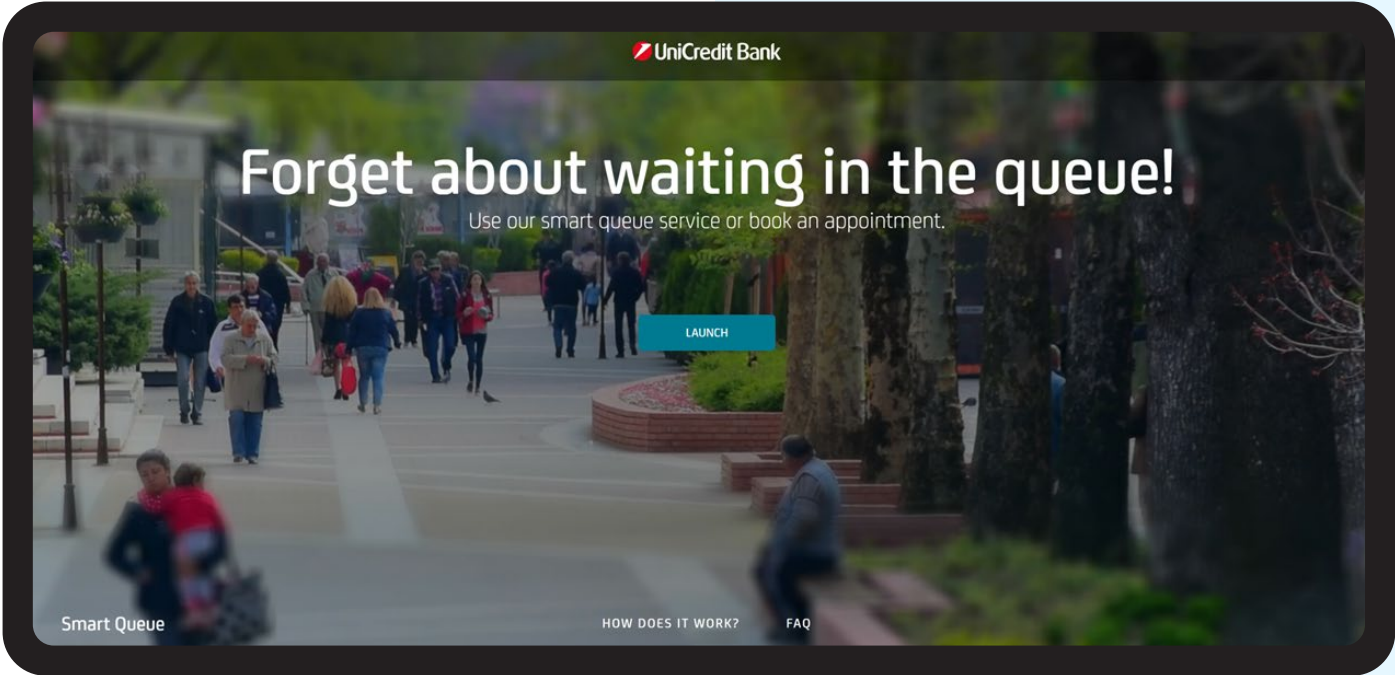
- **Professionalism and flexibility**
- **Innovative, paperless, and environmentally conscious approach**
- **Informative backend dashboard**
- **Quick deployment without requiring internal IT resources**

The rollout was smooth and easy, thanks to the Linistry's responsive and accommodating implementation team. The standard three-month trial was extended to six months upon request, and after the successful pilot, the system was rolled out across all Hungarian branches ahead of schedule. Employee feedback described the training as useful and comprehensive.

"Their customer service is unmatched. The training was thorough, and the installation process was seamless — 20–30 minutes per account, and we were up and running immediately." — Gábor Palotai, Sales Support Manager, UniCredit.

UniCredit Bank

Choose the line you wish to join!

BANK ACCOUNTS, BANK CARDS

Book an appointment

SAVINGS, INVESTMENTS, INSURANCES

Book an appointment

PREMIUM BANKING

Book an appointment

LOANS

More

Customers can now book appointments or join queues without paper tickets in branches, greatly reducing in-branch congestion. Employees benefit from improved workload visibility and a calmer work environment.

UniCredit Bank

Forget about waiting in the queue!
Use our smart queue service or book an appointment.

LAUNCH

Smart Queue

HOW DOES IT WORK?   FAQ

Results

Linistry's Appointment Booking and Queue Management System delivered tangible results:

Significant reduction in waiting times due to easily managed queues.

Increased customer satisfaction thanks to a seamless online and inbranch customer journey.

Greater employee morale and efficiency due to smooth customer flow and better resource allocation.

"Linistry helps me create the right customer experience and monitor operations better. With it, I can see much better what is happening in our branch on a daily basis, so that we can align our services and resources accordingly."
— Dr. Andrea Komáromi, Branch Manager, UniCredit.

Conclusion

Linistry proved to be more than just a technology provider — it became a trusted partner in UniCredit Bank's digital transformation journey. By delivering a scalable, innovative, and user-friendly system, Linistry enabled UniCredit to redefine branch service quality across Hungary.

"The system is truly future proof. It reflects our values as a modern, dynamic, and eco-conscious financial institution. Last, but not least, Linistry is a flexible and friendly provider." — Attila Bauer, Senior Project Manager, UniCredit.

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.

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