

MBH Bank Cuts Waiting Times by 30% with Unified Queue Management

CASE STUDY
Industry: Finance



Company size

10,000 employees

Problem

- ▶ Fragmented, legacy queuing systems
- ▶ Lack of unified, central insight of branch performance
- ▶ Inconsistent, non-standardized customer service

Solution

- ▶ Linistry Queue Management
- ▶ Linistry Appointment Booking



Executive Summary

MBH Bank implemented Linistry's integrated queue management and appointment scheduling platform across nearly 400 branches to replace fragmented legacy systems inherited from predecessor institutions. The unified solution eliminated operational inconsistencies, improved data quality, and enabled real-time visibility into branch performance. Since deployment, MBH Bank has reduced customer waiting times by 30%, strengthened service consistency, and gained reliable reporting to support decision-making and branch-level interventions.



About the Client

MBH Bank Nyrt. started its operations in 2023 as a result of a triple merger, a unique transaction even in Europe. The resulting banking group has become the largest Hungarian-owned credit institution in Hungary in terms of both customers and assets. With this merger, the ancillary products, branch network coverage, and professional competences of MKB Bank Nyrt., Takarékbank Zrt., and Budapest Bank Zrt. were united in a single framework under the new brand of MBH Bank.



Challenges

Before adopting Linistry, MBH Bank relied on **multiple queue management systems** from different vendors, each with varying functionality and incomplete branch network coverage.

- ▶ There was no unified central oversight or service model, making operations and support fragmented.
- ▶ The legacy systems could not provide the required data quality or reporting capabilities.
- ▶ Functional differences between systems also limited monitoring and reporting, weakening the bank's ability to make informed decisions.

The turning point came at the start of the newly merged organization, when it quickly became clear that **consistent customer management** is essential. Consequently, a **single, standardized queue management platform** was necessary to ensure service quality and operational control.

MBH Bank launched an open tender with a clearly defined scope, inviting all relevant vendors with proven references in the Hungarian financial sector.

Key selection criteria included:



Support for **in-branch and remote queueing** and **appointment booking**



Integrated **digital signage**



Self-service reporting without supplier involvement



Cloud-based operation without building local infrastructure



Competitive implementation and operating costs



Fast deployment across the entire branch network.

The Solution

Linistry delivered a unified, cloud-based queue management and appointment scheduling system across almost 400 MBH Bank locations.

The rollout required tight coordination between bank and vendor teams, as well as disciplined execution of a demanding installation schedule. Daily stand-up meetings ensured alignment. The bank highlighted Linistry's flexibility and responsiveness throughout the process.

The new system resolved the bank's former challenges:



Eliminated fragmented tools and the **administrative overhead** caused by inconsistent systems,



Removed functional discrepancies across branches,



Provided centralized, high-quality data for monitoring and decision-making,



Enabled real-time visibility into branch traffic and service load.

„My personal favorite is the real-time dashboard, which provides immediate, well-visualized information about branch locations, intervention points, and the current traffic load.“ – says Judit Pichler, Manager at Retail Branch Network Management and Banking Operations Coordination.

One of the most positive experiences cited was Linistry's ability to introduce and display a new service on the queue management interface within two business days in response to market needs.

Results

The unified Linistry solution has delivered measurable improvements in both customer experience and operational efficiency.

Key outcomes include:

- ▶ 30% reduction in customer waiting times, achieved through staff education and active management of customer flow based on queue data,
- ▶ Consistent service levels across all branches,
- ▶ Accurate, unified reporting of customer traffic and service times,
- ▶ Clear identification of intervention points for branch operations,
- ▶ More effective lead management supported by reliable data,
- ▶ Stronger alignment between physical branch operations and digital channel steering.

The bank emphasized that the system now enables precise, network-wide measurement of customer traffic and service performance – something that was not possible with the previous fragmented setup.

“Linistry acted not only as a technology provider but a true partner, offering constructive collaboration, rapid response times, and creative solutions aligned with our business needs.” – concluded Judit Pichler.

Read more on [banking customer journey solutions here](#).



linistry

Contact Us

