IMPACT STORY

bnz + InMoment

The Challenge

When faced with a challenge, Bank of New Zealand (BNZ) innovatively used InMoment's Platform to solve a tricky problem— getting around the existing survey fatigue rules to leverage their customer experience database.

The Solution

BNZ used InMoment's CX Workflow tool to make sure the right customers were getting the right surveys at the right time.

SUMMARY

✓ The InMoment CX Workflow tool helped BNZ overcome survey fatigue rules

✓ Creative Platform solution avoided extra engineer work and complicated processes

✓ 10% uplift in feedback received

For every feed file provided to the InMoment Platform, the software allows for a separate automation process to be set up. As BNZ provides a single file for invitations, the ability to customise the automation was a bit limited. The largest concern was the setup of the fatigue rules. Essentially, the fatigue rules stopped invitations being sent to customers who had received prior surveys. That way, customers wouldn't be surveyed too frequently. Seems like a good idea in theory, right? Well, BNZ has customers at the heart of their business, so maximising feedback on their handling of customer issues is vital. To do so, they needed to override the fatigue rule to make sure that as many of these customers as possible had the opportunity to share their experiences, even if those customers were sent another survey in the recent past.

InMoment's CX Workflow allowed BNZ to group their customers without involving the analytics department. Two categories of customers were established in the Platform: 1) Customers who recently raised and solved a query, 2) All other customers selected to provide feedback on their recent BNZ experiences.

The Impact

The results delivered exactly what BNZ needed—the business saw a 10% lift in the volume of feedback received, which provided a much better picture of how to keep improving.

> "InMoment helped us navigate our fatigue rules using the CX Workflow tool. Without this capability, we would have needed to engineer a separate feed file, which is a lot of work and would have complicated our overall process. Instead, the creative solution allowed us to preserve our existing process while maximising feedback from customers. As a result of CX Workflow, we were able to solve a technical problem quickly and efficiently."
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