



Bendigo Bank

How Bendigo Bank supports customer-led decision making in real-time

About Bendigo Bank

Bendigo Bank, Australia's fifth largest retail bank, transformed how it uses insights to keep pace with customer expectations.

Truly customer first, Bendigo Bank leverages insight from its miVoice community to scale CX initiatives across products and services.

Bendigo Bank have placed in the top spot on Forrester's CX index three years in a row, with its online community contributing to that success.

Business Challenge

With customer service in the financial services industry rapidly evolving, Bendigo Bank recognised the need to transform its products and digital offerings to keep pace with customer expectations.

While recognising the need for traditional branches, Bendigo needed a way to validate new strategic developments across digital, services and products that would ultimately affect the experience of its customers.

The Solution

In 2015, Bendigo and Adelaide Bank partnered with Vision Critical (now Potentiate) to create an online community of engaged customers called miVoice. miVoice is now the sounding board for customer-centric decisions made across the business.

With a goal to create faster, simpler banking, Bendigo Bank engaged the miVoice community to better understand pain points around certain banking processes. After experiencing ongoing complaints around call wait times into the contact centre, the

bank enacted various changes that resulted in 79 percent faster customer service and a 90 percent drop in complaints about phone queues

Results.

- **1st place** in Forrester's Australia CX index 3 years in a row
- **90%** drop in phone queue complaints
- **79%** faster response to customer calls

"As a business, our goal is to break down isolated and disconnected customer experiences and provide a seamless and connected experience and an environment where customers lead the way - and our online customer community allows us to do that."

Mike Hirst,
Managing Director, Bendigo Bank

[Request a demo at hx@potentiate.com](mailto:hx@potentiate.com)

About us - Potentiate, a GRIT Top 50 Most Innovative company, is a global Human Experience ('HX') - helping clients fulfil their potential by understanding their customers as real people, not just data points.

Potentiate believes in service not just software. We combine research excellence with technology-inspired solutions. Our SwaS (Solutions with a Service) approach means you can tap into our talented team of insight consultants, technologists & data scientists, to help find the right solutions to solve your business challenges and drive positive outcomes.