



## CASE STUDY

### About Company

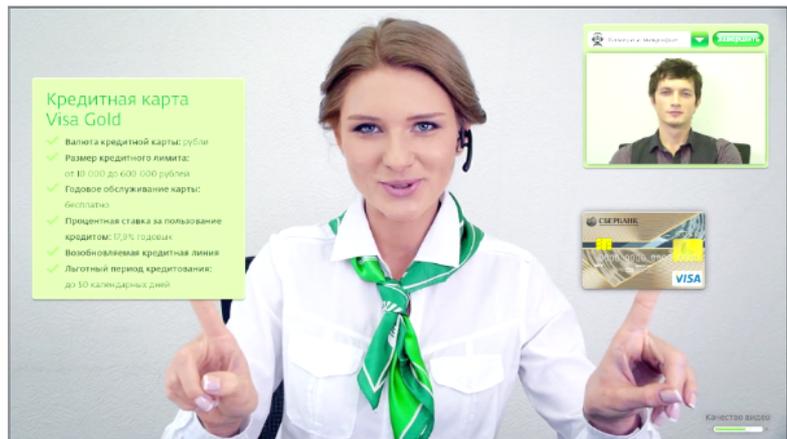
- Oldest and largest bank in Russia
- Key lender to the Russian economy and the biggest receiver of deposits in Russia
- Sberbank uses LiveShop as an online office that is centrally managed in order to offer a personal service with no geographical boundaries.

### Goals

- Increase accessibility for customers
- Increase conversion rate
- Increase activation rate

### Results

- 70% executed orders
- Now offering personal guidance with no graphical boundaries
- Klick rate on e-mail link three times higher than average



### Overview

Sberbank is one of the world's largest banks with offices all over Russia as well as other Commonwealth of Independent States (CIS countries). Since Sberbank operate in large areas they are in need of a personal service with no geographical boundaries. The bank uses LiveShop as an online office that is centrally managed. With LiveShop they can invite existing customers to discuss their accounts, and give them the opportunity to sign up for new products and services, in particular credit cards.

With LiveShop the Sberbank customer simply enters a video call with a bank representative who gives guidance of products and offers. The bank representative will drag and drop products on the screen, show its features such as prices, rates and monthly costs and then drag the preferred product or service into the shopping cart. All this with just the touch of a finger.

The geographical distances between the customer and banks offices is a big challenge in a country like Russia. With LiveShop the Sberbank customer can carry out more advanced banking business from home, which saves both time and travel.



With LiveShop the Sberbank customer can carry out more advanced banking business from home, which saves both time and travel.





## Project scope

The project started with solid preparation work. Market monitoring, interviews and sketching gives the idea of how to create the perfect customer journey. The topic that needs to be addressed in this particular case is personal service with no geographical boundaries, and the goal is to minimise travel for Sberbanks customers and agents, but still be able to offer a personal meeting. To make sure the right customers are addressed with the right graphical content, the data gathered from interviews and market monitoring is merged and the operators CMS is being prepared.

The CMS is the heart of LiveShop and contains all the graphical content, forms, numbers and statistics. It is dynamic and constantly upgraded with new content after the first release.

To be able to perform at its best the Sberbank-LiveShop needs a high level of availability and well educated staff. This is ensured through opening hours, technology availability and education. Proactively the strategy was to invite customers via an e-mail containing a link to a LiveShop-session.

## Outcomes

The Sberbank-LiveShop is now open 24-7 and is staffed with Sberbanks own personnel.

The Sberbank operators are trained with experts from the LiveShop Stockholm office. In this case Sberbank saw the need of educated administrators and operators to ease on sight support. The training session turned out to be very successful.

Sberbank are hosting LiveShop from their own servers within their own infrastructure. LiveShop can also be run via a cloud service witch is just as easy but the benefits for Sberbank with running LiveShop on their own infrastructure are numerous. Sberbank is now offering personal guidance with no graphical boundaries and the transaction frequency is a lot higher than expected.

The proactive e-mails generated 10% LiveShop-sessions during the first three months. 7 out of 10 sessions led to an order and 56% of the purchases was a new card purchase. The click rate on the e-mail link was three times higher than average with very high conversion rate.



Sberbank now offers personal guidance with no graphical boundaries and the transaction frequency is a lot higher than expected.

