

Case Studies



REVENUE GROWTH WITH TOP CUSTOMERS

Leading Retail Bank

Challenges:

The bank observed declining satisfaction scores for its top customers.

trustMinder Activity

Our team improved NPS 15% in less than 3 months. The program benefited from our collaboration which increased response rates to over 25%. trustMinder AI-based sentiment analysis automatically pinpointed issues affecting these customers so action could be taken in near real-time.

Business Impact:

These top customers are the bank's most valuable and they realized new growth and retained revenue worth tens of millions annually. Resolving these issues lowered the banks cost-to-serve in parallel.

"trustMinder's insights were instrumental in driving customer satisfaction for our most valued accounts."

— Insights Manager