

INNOVATION CASE STUDY

Client: Hungarian Bank



THE CHALLENGE

The goal was to increase efficiency in 2 specific areas:

- 1) Process improvement: to provide faster service and raise the efficiency of the operation,
- 2) Know-how transfer: creating and implementing a formula for internal knowledge and practices sharing.

ABOUT THE COMPANY

Our client operates a B2B and B2C financial network including hundreds of bank branches. The company's net income at the end of the last fiscal year was +100 billion HUF.

MARKET INSIGHT

The aggregate domestic income of the 8 major Hungarian banks fell from HUF 443 billion to HUF 285 billion in 2021, which means a 36% decrease within one fiscal year.

OUR METHOD

We launched an idea challenge in 3 rounds with our unique software solution.

Phase 1

We introduced an online idea generation and metric system, where participants could redeem their points for gifts.

Phase 2

The most promising 30-40 ideas of each regions were elaborated by the idea owners, within a few days, with the support of regional managers and professional external trainers. This phase lasted a few days. After the presentation of the projects, the jury sent 3-4 of them to the national final round.

The board of directors reviewed the selected ideas in the frame of another 2-day workshop. On the first day, the project materials were reviewed and further developed with the department heads, and on the second day, the final form of the ideas were shared with the board of directors. At the end they decided to implement 14 selected ideas.

RESULTS

Phase 1

The 8 proposals for process optimisation resulted a saving of 120 million HUF per month.

Phase 2

Proposals introduced on internal knowledge sharing have strengthened the mystery shopping results in the test region. Following a successful pilot period, 4 proposals were launched national-wide.

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