



## CASE STUDY

# Becoming a leader in digital banking customer experiences

Tatra banka implemented Unblu Co-Apping into their mobile banking app – immediately improving the experience for bankers and clients.

★ 94

NPS Score from clients  
from 203 answers

★ 84.6

System Usability Score  
from bankers

Tatra Banka, a member of the Raiffeisen Bank International Group, is Slovakia's most awarded financial institution.



It has earned more than 300 international recognitions for excellence in banking and innovation, while also being the country's most recommended banking group by customers.

Recently, **Eva Fedorová, Product Owner at Tatra Banka**, took to the stage at **Unblu Impact Day 2025** to discuss the bank's most recent project – a collaboration with Unblu and system integrator Soitron. As consulting and business partner, Soitron provided continuous support and expert advice throughout the project.

## The project: Building a new communication space

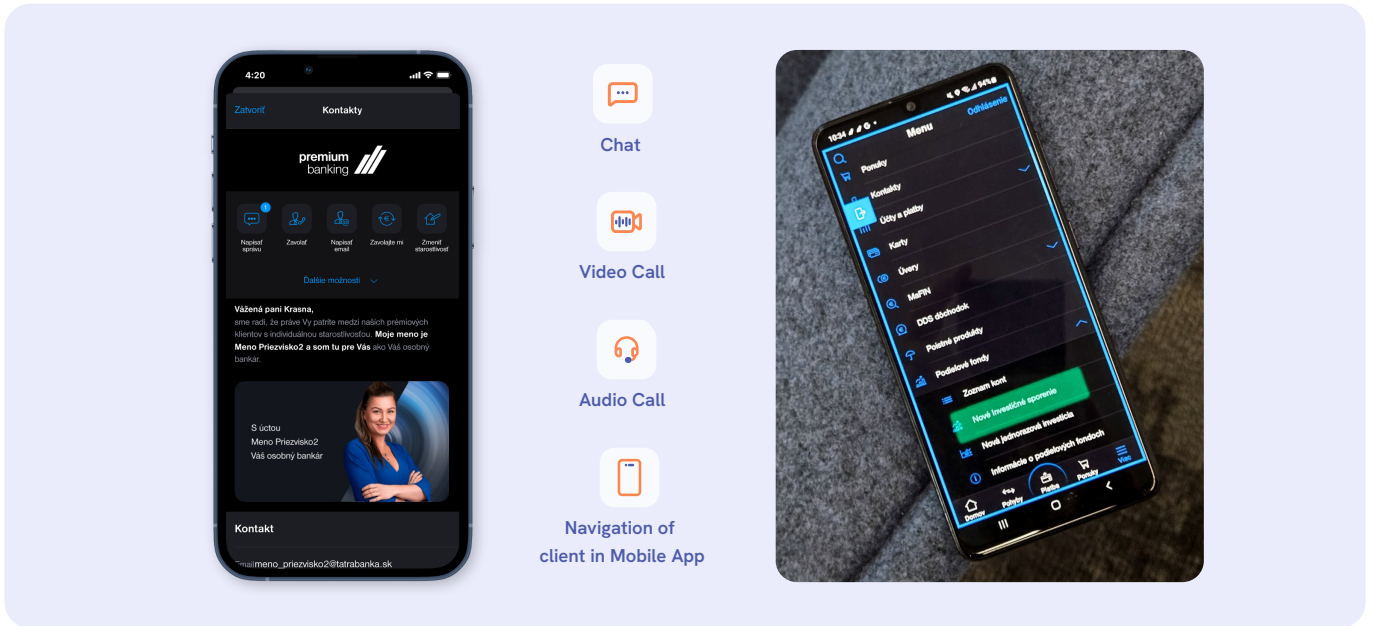
Eva's team identified the need to offer a better communication space for customers and bankers that matches their strategic direction.

- Customer growth through multibrand
- Innovation leadership and digitalization
- Customer experience
- ESG
- Employee experience

## The mobile app

For it to be effective, they needed a mobile channel that:

- Allows messages to remain on hold during busy times
- Is safe and secure for customers
- Ensures the information can be stored and retrieved
- Provides the option to switch from messages to calls
- Protects customer privacy



“ We decided first to make it on mobile. We prepared a permanent communication space in the Tatra banka mobile app.  
 - Eva Fedorová

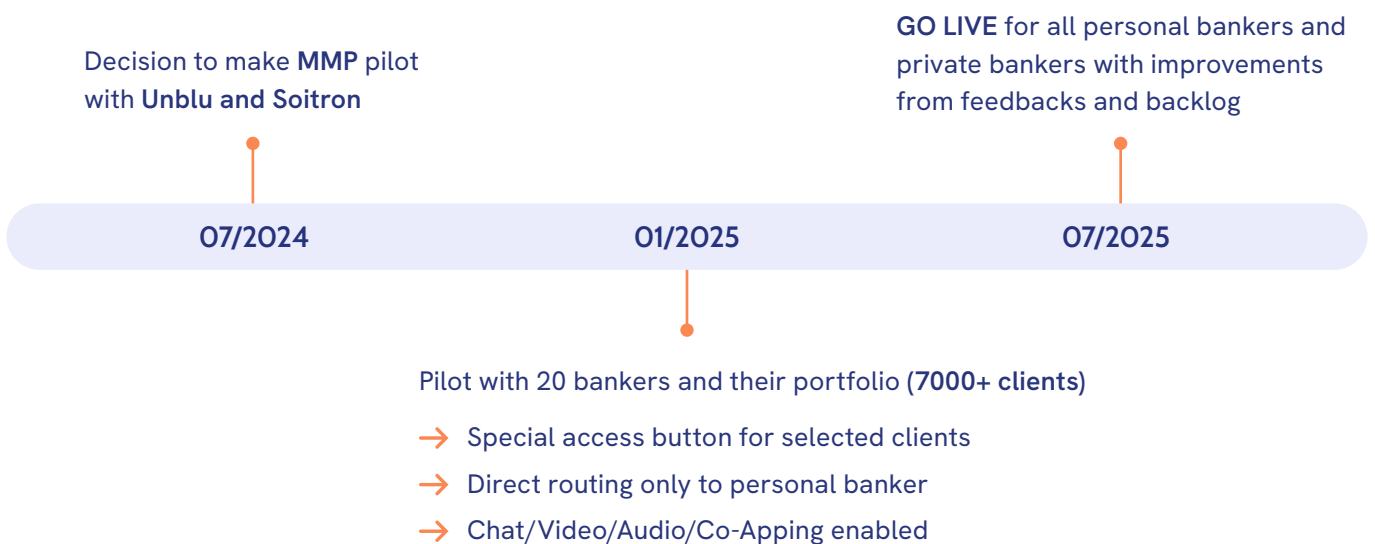
They tested the new feature - powered by Unblu Co-Apping - on their affluent client segment who had a personal banker assigned to them.

### Soitron's contribution

Soitron was instrumental in achieving this, having helped Tatra banka build its contact center on Cisco technology years ago. It was crucial that all systems - the mobile app, Unblu, and Cisco - worked seamlessly together, and Soitron's in-depth knowledge of the environment helped ensure an optimal solution.

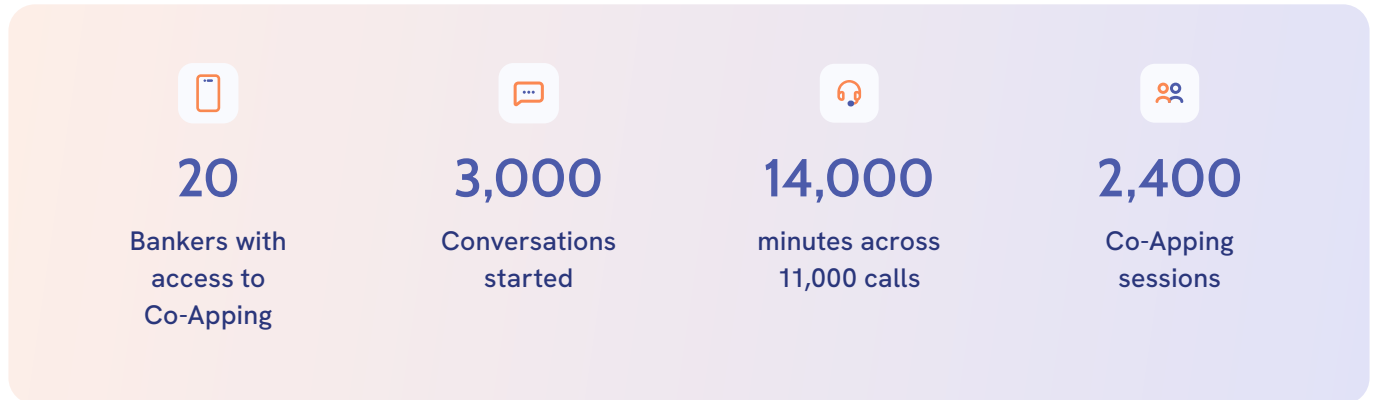
## The timeline

The project began in July 2024, with the decision to make a minimum marketable project pilot with Unblu and Soitron. From there, the pilot project, featuring 20 bankers, took place in January 2025. This was followed by the Go-Live in July.

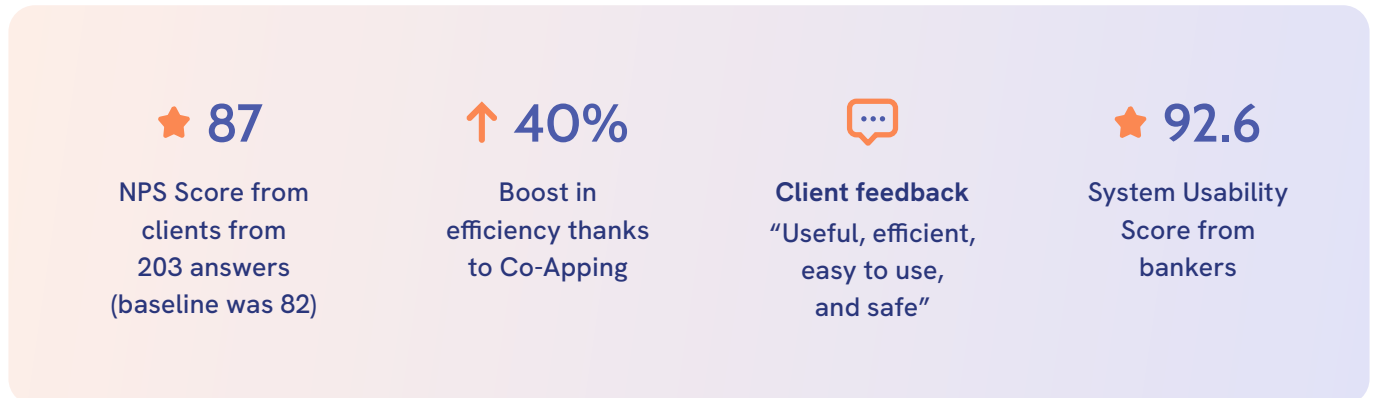


## The stats

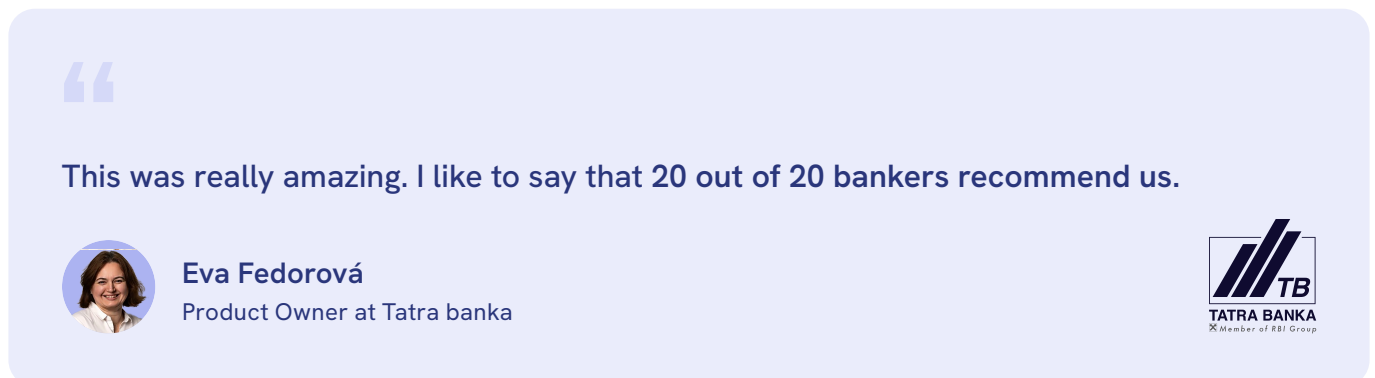
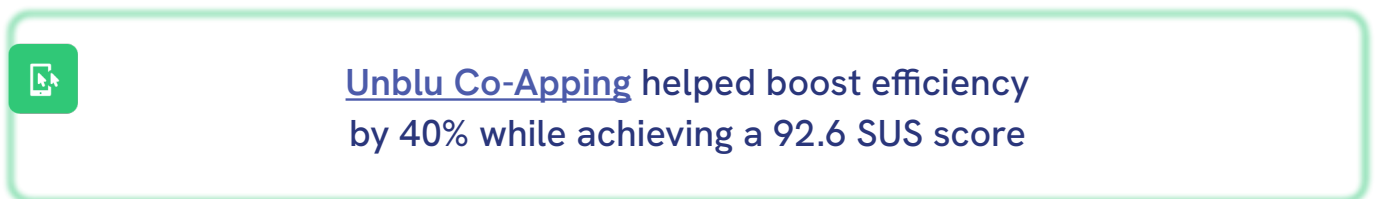
The uptake of the feature from the initial 20 bankers was outstanding. "We started with 20 bankers", Eva explains, "and in half a year, we had more than 3,000 conversations - more than 14,000 minutes."



## The impact



Best of all, they measured the time saving for sales processes by comparing standard calls vs. new remote assistance and found that:



## Use case deep dive: How it works



The initial results were outstanding. But what was it about the technology that made the bankers and customers so enthusiastic?

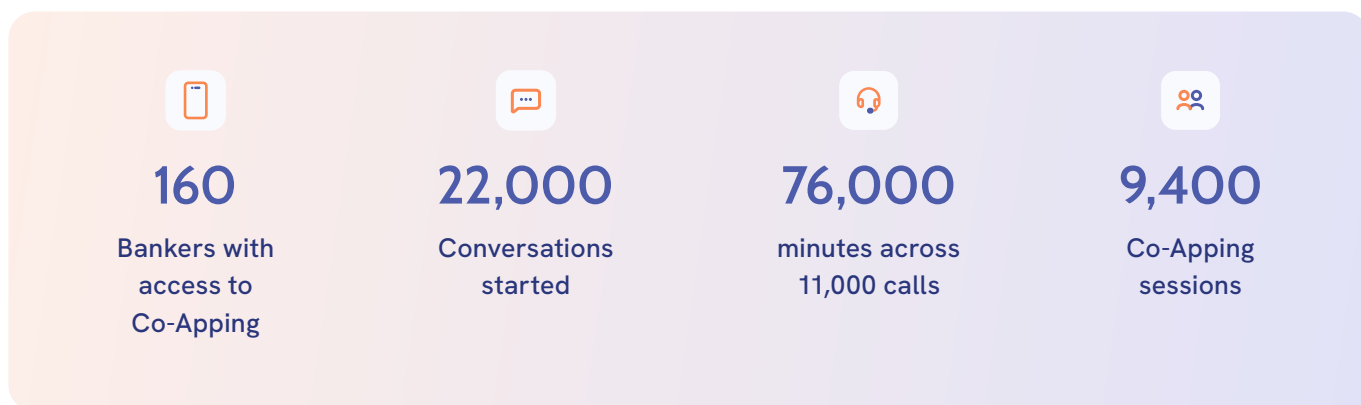
Eva takes us through a use case of the mobile app.

## The big rollout

Following the success of the pilot project, Eva and her team decided to continue with the Go-Live as planned in July 2025. The results were even better than Eva expected.

### The stats

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### The impact



# Want to learn more about how Unblu powers secure, high-impact digital experiences?

Get in touch - we'll show you how leading banks are transforming customer engagement with secure, integrated interaction experiences.

[Request a demo](#)

