



SANTANDER INCREASES X4 TIMES ITS MOBILE APP USERS AND USAGE TIME BY **27%** WITH **OPINATOR**[®]

+2.2X
Customer
Satisfaction
Index

+4X
users

+27%
usage time

“ Thanks to the measurement of **Voice of the Customer** and the **Customer Satisfaction Index** with the **OPINATOR** platform, we have processed **more than 387,000 opinions and suggestions** that have given us **a very detailed knowledge of the real needs of customers**, which has allowed us to redesign our app **personalizing the experience** a key factor in the new COVID environment. ”

- JAVIER TOMÉ MUGURUZA, DIRECTOR OF DIGITAL EXPERIENCE, SANTANDER.

Santander is the 4th largest bank in Europe. In the recent years has implemented active listening to users in all its digital channels, making Customer Experience Management (CX Management) a fundamental part of Santander's business improvement processes in the banking and financial services sector.

Santander's new Mobile App, has been specially adapted for the situation generated by the pandemic. Its design and features are the result of the recommendations and suggestions from more than 5.2 million users who interact with the bank through its digital channels and who generate more than 1.3 billion hits annually.

During the development phase, Santander collected and managed different types of opinions through OPINATOR,

which allowed it to process more than 387,000 suggestions that provided a very detailed knowledge of the real needs and demands of customers.

The analysis of the information collected through the OPINATOR platform has enabled Santander to act effectively to offer concrete solutions for all users and turn detractors into promoters.

The Customer Satisfaction Index, a key indicator to measure how much the Customer Experience has improved, has increased 2.2 times.

In addition, thanks to OPINATOR's actionable and detailed listening at each touchpoint, Santander has quadrupled the number of users of its mobile app and increased the average connection time per user by 27%.

