

How one leading bank used journey management to reduce costs and improve experience



The snapshot

Despite strong ambition to improve customer experience, a major European bank with millions of customers and operations in over 30 countries struggled to scale impact across teams, tools, and silos.

The challenge

In just one year, a single broken journey led to outsized costs. The bank had journey maps, but not **journey management**. Teams worked in isolation with no shared source of truth, and valuable insights were lost in disconnected tools and siloed processes.

5m

customers
were affected

29%

experienced issues
when trying to resolve
their problem

48k

support calls per
month, costing over
€1.3 million annually

The goal

Reduce call volume and cost—without compromising on customer satisfaction. The bank needed to:

- Connect fragmented insights across systems
- Align teams around a shared, outcome-driven roadmap
- Prioritise improvements based on value and feasibility

The approach

With TheyDo and support from a certified partner, the bank shifted from scattered efforts to a strategic, AI-powered journey management model.

Mapped the full journey in TheyDo

Identified 15 pain points through expert-led workshops

Designed 10 solution concepts

Prioritized 4 key improvements for rapid implementation

Deployed changes within 6 months

Monitored impact in real time using journey-based KPIs

The results

10% *reduction* in monthly service calls

€110k *saved* per month in support costs

€1.3M *annual* savings—while improving CX metrics

Why it worked

TheyDo enabled the bank to **stop reacting** to issues and **start managing** the journey proactively.

By connecting **siloed systems** and **aligning teams** around one strategic roadmap, TheyDo delivered the experience intelligence layer this organization needed.

Everyone, from CX to compliance, was able to **focus on what mattered most**, enabling them to act faster and measure outcomes.

See what's possible with TheyDo

Top financial institutions use TheyDo to unify their experience data, prioritize action across silos, and drive measurable results with confidence.

Discover how TheyDo helps banks turn fragmented journeys into a single source of strategic truth.

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