

WAVETEC PERSPECTIVE

Banorte addresses pandemic with WhatsApp Queuing

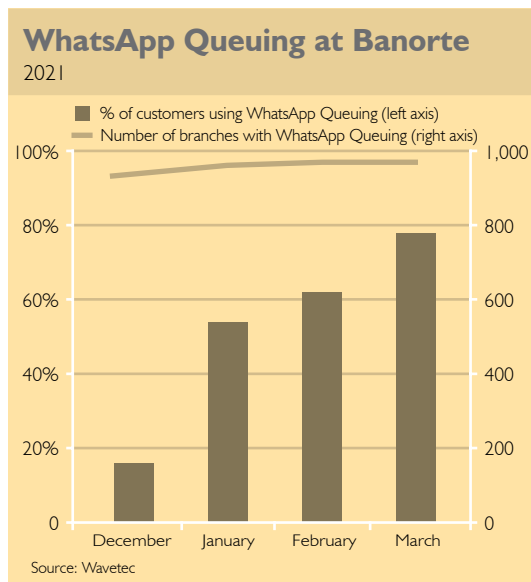
By Hakim Faiz, Content Strategist and Social Media Marketer, Wavetec

The first session in our Wavetec Webinar series explores the onboarding success of Banorte's implementation of WhatsApp Queuing. Hosted by RBR's own Dominic Hirsch and featuring insights from Tobias Bessone, deputy CEO of Wavetec Group, a global queue management self-service solution developer and distributor; and Hector Abrego, deputy CEO of physical channels at Mexican financial services institution Banorte, the webinar discusses how WhatsApp Queuing powered over 3 million safer customer journeys at Banorte.

Banorte addresses pandemic with WhatsApp Queuing

In March 2020, Mexico responded to the spread of the virus by taking preventative measures. Occupancy limits were put in place, queues moved outside and branch visits decreased by 20-25%. Customer demands had evolved to include security, social distancing, touchless experiences and self-service solutions.

Banorte was ahead of the curve as their queuing system was already integrated with their existing banking system. They adopted an SMS solution for ticketing, but it did not work as anticipated.



Next they tried WhatsApp Queuing in 5-10 branches. WhatsApp Queuing is an interactive visitor management solution integrated with the world's most popular messaging application. Developed by Wavetec as a response to the pandemic, it has two system architectures, the first being a cloud-based model and the second a hybrid one. This allows banks to roll out the cloud-based solution for quick testing before committing to a full deployment.

From the customer end, the user simply takes a picture of the QR-code displayed outside the branch and through a WhatsApp chat receives instructions and details of their bank visit, including their place in the queue and the estimated waiting time.

The digital client onboarding was swift, seamless and unprecedentedly smooth. Clients knew the application, found the process simple and were afforded additional time to complete other tasks while queuing virtually. By March 2021 the solution was rolled out in nearly 1,000 branches nationwide, boasting a 78% adoption rate and a 10 point net promoter score increase in under 3 months. Though staff was trained to facilitate ease-of-use, 8 out of 10 customers helped themselves.

What does the future hold?

The branch is shaping up to be more than a transactional centre. Its evolution demands new technological deployments, integration between physical and digital channels and personalised service dispensation. The human factor reigns supreme as does the concept of a universal banker, reusing existing resources within the branch to improve overall client experience.

Banorte is now looking to adopt appointment scheduling solutions in their branches, reducing wait times and strengthening client-bank relationships. Wavetec is working with machine learning and AI data collection to aid bank branches in maintaining their competitive advantage. Both consider adaptability and agility the biggest tools and challenges for any bank of the future.

Webinar now available on-demand. ■



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