

EMPAUA



# Customer Success Story

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N26 - Customer Success Story  
EMPAUA Germany



# Overview

## About the company

Berlin-based mobile bank, N26, is one of the most exciting companies in Europe. Founded in 2013, it has redesigned banking for the smartphone, making it easy, fast, contemporary and transparent. N26 aims to be the one-stop-shop for all financial needs, digitising all areas of a traditional bank. Customers can manage their financial lives every time and everywhere from their smartphone.

Company

N26

Industry

Financial Services

Sector

Banking

Salesforce  
Solution  
Implemented

- Sales Cloud
- Service Cloud
- Marketing Cloud

# Customer Challenges

Build a Customer Service able to handle more cases



## Fast-growth

N26 has experienced explosive growth since its launch in January 2015. By August 2017, N26 has gained more than 500,000 customers.



## Customer success platform

The teams were in constant need of a customer success platform that could handle the increasing amount of service cases across multiple channels, which is active in 17 European markets, with various languages,

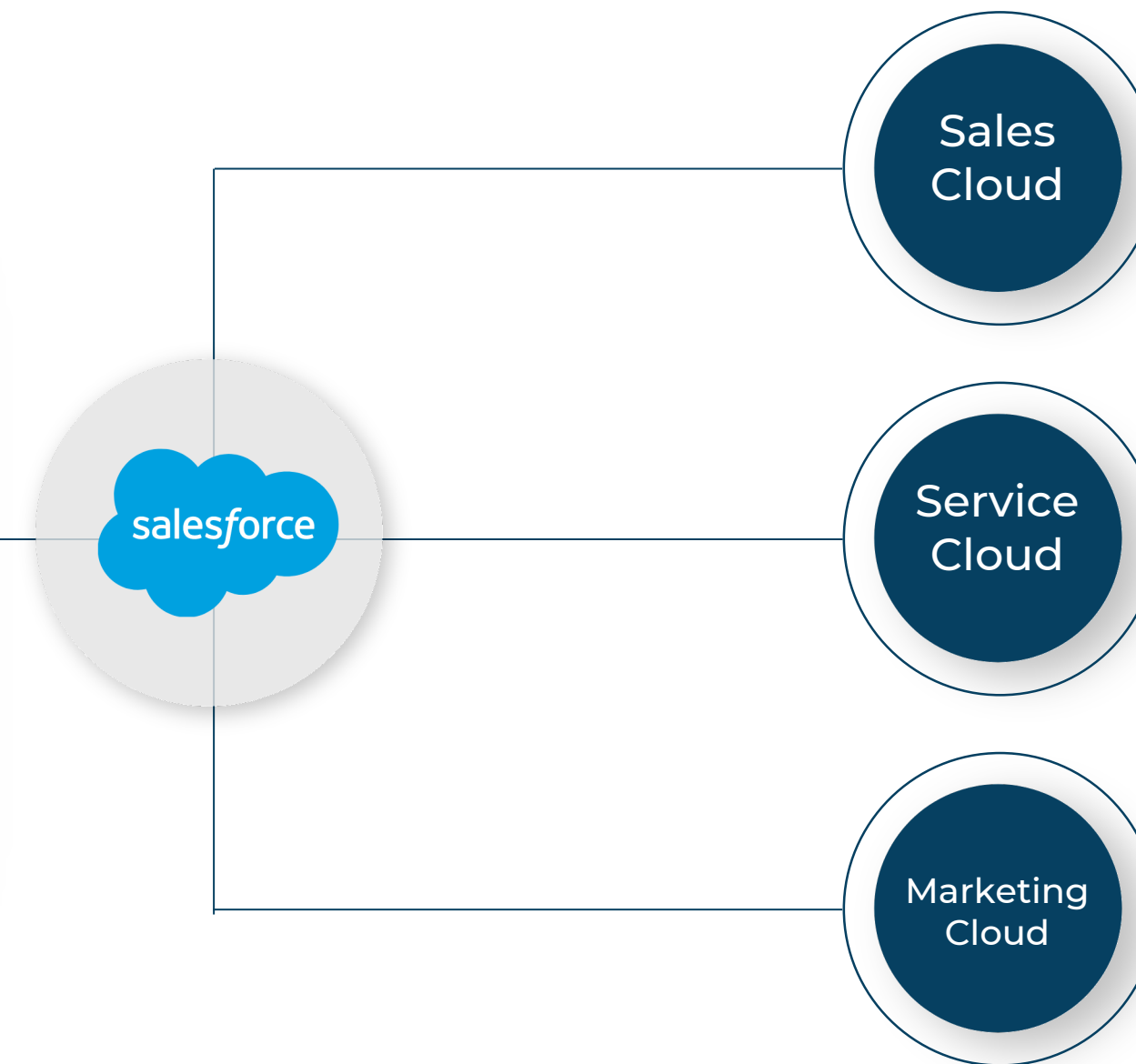


## Service Cloud optimisation

Having bought the Service Cloud already, N26 turned to EMPAUA as the Salesforce for startups certified partner to create a custom solution to support overcoming these challenges.

# Solutions

EMPAUA analysed and documented existing processes and customisation previously done in Salesforce, then created a plan of action: clean up the system with outdated and unnecessary elements before introducing new components to streamline internal processes.

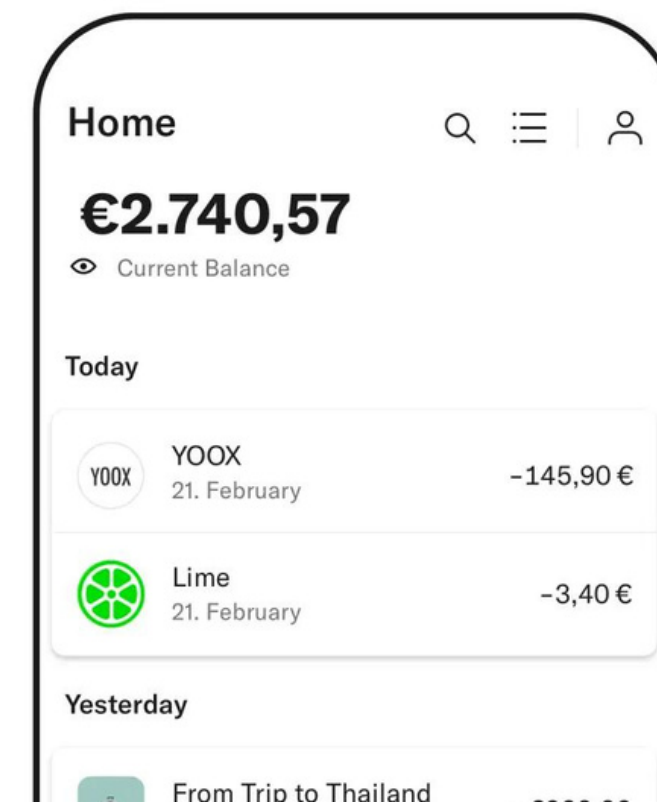
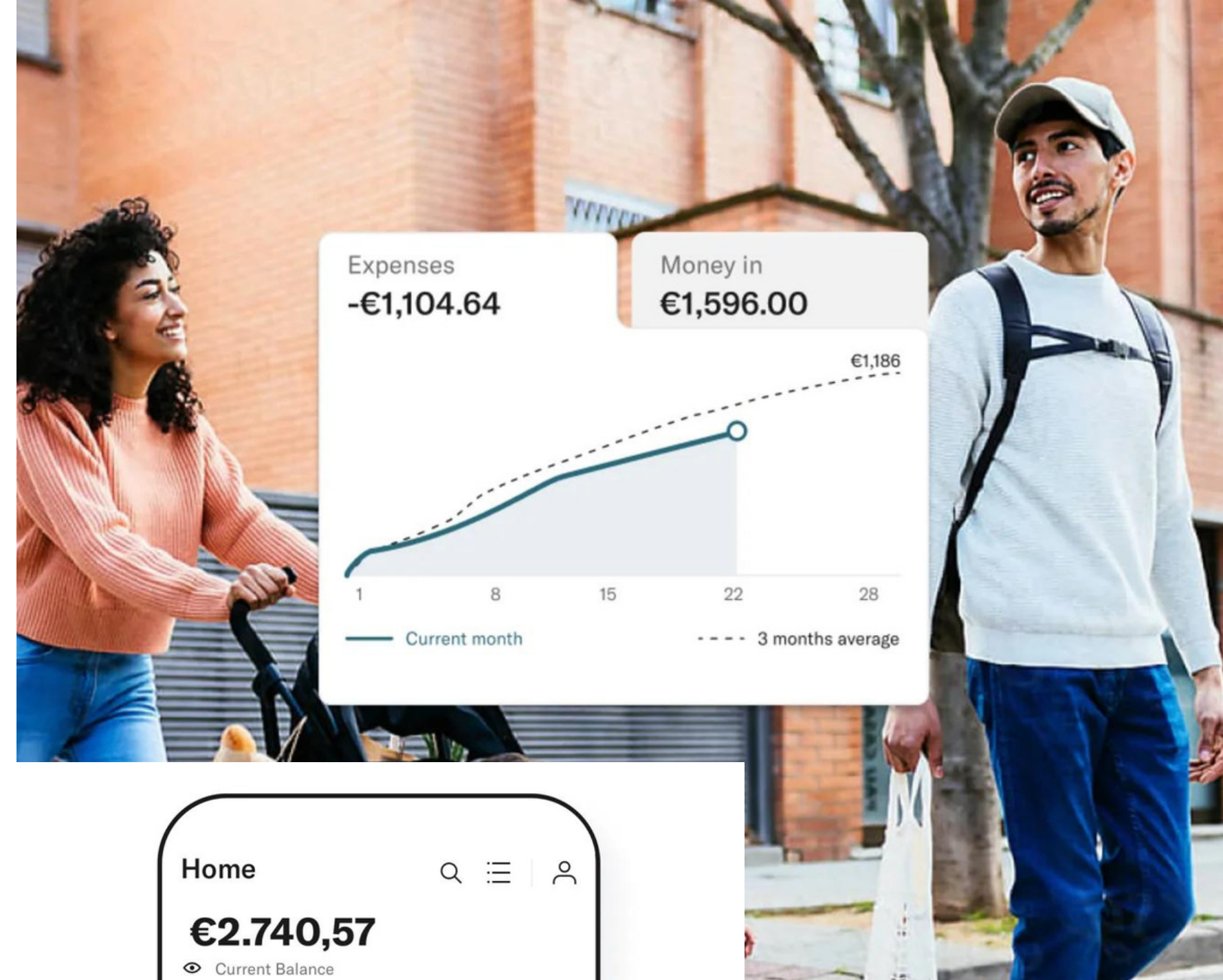




# Results

- As a result, N26's customer service department handled more cases than before, saving time and effort.
- Also, for the first time, N26 could track vital KPIs to ensure that this data will support continuous process and system improvements in the future.

## Tracking vital KPIs & Reporting



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