# Quantum Metric for banking.

Create customer-centric digital journeys.

How?

Quantum Metric makes it possible to optimize customer journeys across every digital channel (in both the authenticated and unauthenticated spaces) including native mobile applications. Business and technical teams can reproduce 100% of customers' digital experiences, view aggregated analytics by session, and validate the intended impact of new features. All this allows for teams to streamline the digital experience with confidence and iterate faster to raise the bar on increasing customer expectations.
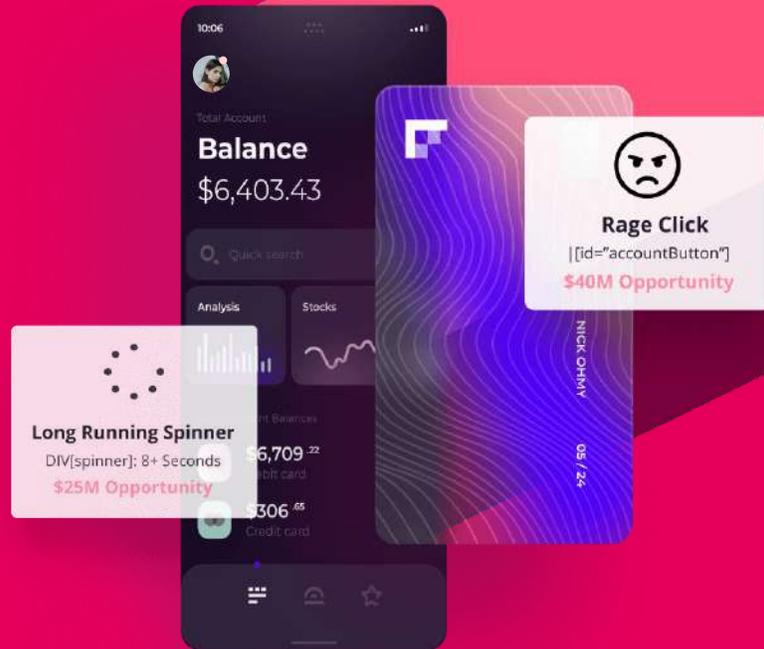
Optimize customer-centric mobile experiences.

Use our best-in-class mobile experience technology with patented data capture across any view, unique data translation, and a one-time SDK deployment with virtually no impact to app performance.

Benefit from seamless and rapid identification of quantifiable insights across teams, mobile app and web platforms.

Use data-driven design thinking while protecting customer privacy.

Drive customer empathy and action, with quantified and visual evidence of the digital experience.

All customer data is encrypted. No sensitive data is captured by default.

Facilitate cohesive omni-channel experiences.

Link digital and contact center channels to reduce call volume and average handle time. Equip call center reps with a replay of customer's digital struggles.

Then empower them to automatically size the impact of particular issues across all visitors and escalate as needed.

Watch a recorded demo to see how banks use Quantum Metric to get real-time, quantified customer insights.

quantummetric.com/product-tours

How a mobile team improves deposit flow.

Challenge

The mobile app team at a top 10 North American bank continuously identifies ways to improve the mobile check deposit flow.

Solution

Because of a deposit limit of $5,000, customers who attempted to deposit a check exceeding that amount saw an error. Using QM, the mobile app team quickly determined how often customers saw this error, and how much it impacted deposit completion rates. Within hours, the team instantly validated their hypothesis: 1000s of customers saw this error every day. The deposit completion rate was 5% for this segment versus the normal rate of 85%.

Result

Within days, the team defined a hypothesis and determined that a messaging improvement could reduce friction and prevent calls to its contact center. According to its mobile team: "It used to take weeks to configure an event and 10-20 emails to validate an issue. Now with Quantum Metric, we're able to identify, verify, and improve the user experience so much faster."

How a customer care team reduces call times.

Challenge

The customer care team of a large bank was seeing an average handle time of 8 minutes. Agents spent time asking customers to describe & relive their frustrating experiences. Per the Head of Customer Transactions: "It's like the blind leading the blind.

Solution

With Quantum Metric, agents can watch customers' sessions in real-time as well as look up and replay any part of the customers' previous sessions. Agents didn't have to spend the first few minutes of a call asking customers to explain what happened.

Result

During a POC, average call time decreased by three minutes and false escalations reduced by 50%. Agents could instantly see session details (e.g. geography, device, OS, etc.) and quickly cross-reference with each day's list of known issues.

Watch a recorded demo to see how banks use Quantum Metric to get real-time, quantified customer insights.

quantummetric.com/product-tours

Quantum Metric

As the pioneer in Continuous Product Design, Quantum Metric helps organizations put customers at the heart of everything they do. The Quantum Metric platform empowers a customer-centric culture, helping business and technology teams align faster on customer needs and prioritize the opportunities that will drive the most value. Today, Quantum Metric captures insights from 29 percent of the world's internet users, supporting globally recognized brands in retail, travel, financial services, and telecommunications.

Watch a product tour

Watch a recorded demo to see how banks use Quantum Metric to get real-time, quantified customer insights.

quantummetric.com/product-tours