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CLIENT CASE

BANKING & FINANCIAL SERVICES

How SEB grew its Baltic NPS from around 40 to over 60

SEB, one of the leading universal banks in the Baltics, has measured customer experience with Synopticom for more than ten years. In five years its Baltic-level NPS grew from around 40 to over 60, across all channels and segments.

> "A reliable partner that creates real value for business decisions based on data."
>
> **Gerimanta Stankutė**, Baltic Head of Customer Insights and Service Quality, SEB

The challenge

SEB is one of the leading universal banks in the Baltics, serving over a million private and around 104,000 corporate customers across Lithuania, Latvia and Estonia.

In a highly competitive market, it needed continuous, professional measurement of customer experience across products and channels. It also needed a way to surface the key insights from open-ended feedback fast enough to act on them.

The solution

Synopticom recommended a long-running, managed CX programme rather than a one-off study: professionally executed surveys combined with a modern online platform.

Real-time dashboards make results visible to decision-makers. Automated text analysis extracts themes from thousands of open responses. Experience is tracked through NPS, CSAT, CES and a Resolution Score across every channel and segment.

The result

Over more than ten years, the programme has become a single, trusted source of CX truth across multiple business units.

Baltic-level NPS grew from around 40 to over 60 in five years. That is roughly 50% growth, across all channels and segments.

The setup has since expanded into employee experience with eNPS and a service-quality tool.

10+ years
partnership

~40 to 60+
Baltic-level NPS in five years

~50%
NPS growth across all channels and segments

AT A GLANCE

Client
SEB, in Lithuania, Latvia and Estonia

Sector
Banking & financial services

What Synopticom delivers
A long-running, managed CX programme: professional surveys, an online platform, real-time dashboards and automated text analysis

What is measured
NPS, CSAT, CES and a Resolution Score; eNPS for employees

Want one trusted view of CX across countries and business units?

Book a demo

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