

Beyond Bank
AUSTRALIA

CASE STUDY

How Khoros Helps One of Australia's Largest Banks Drive Exceptional Customer Experiences

Khoros 



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Khoros saves our team at least eight hours of manual activities each week.

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Aimee Iannone

Social Media Specialist, Beyond Bank Australia

Executive summary

Beyond Bank Australia is one of the nation's largest customer-owned financial institutions. In addition to offering financial services, Beyond Bank Australia also supports a range of community projects, including its Community Development Program and the Beyond Bank Australia Foundation. Community is crucial to Beyond Bank Australia's core values, and they wanted to offer an exceptional customer experience, especially when it came to digital social media care. When they discovered Khoros, they knew they had found the management solution that would best suit their brand, and they onboarded Khoros Care.

Beyond Bank Australia needed a way to monitor their agents' communications with their customers on social media, but before partnering with Khoros, the financial institution didn't have a way to do so. With Khoros Care, they now have an audit trail for easy monitoring, and each staff member has their own login credentials, simplifying the process of ensuring brand safety and conducting agent performance reviews. Before Khoros, the team entered each

social media comment manually, along with the date and time of each comment. But with Khoros, all of those details are automatically recorded and tracked, meaning the brand never misses an important mention, comment, or post, and their agents are able to better engage with their audience. Khoros Care also offers valuable workflow management, meaning Beyond Bank Australia can also now easily assign posts to particular staff members. The brand's social notifications are now centralized and easily prioritized, and email notifications can keep their staff updated, even during off-hours.

As a result of onboarding Khoros Care, the Beyond Bank Australia social care team now has at least eight additional hours free each week to focus on building community connections. With Khoros, they are better able to realize their goal of meeting customers on their channel of choice, and they can easily ensure quality brand-customer interactions.

How they made it work

Used

the Khoros Care listening capability to track keywords on Twitter

Tracked

overall sentiment on a daily and monthly basis with the sentiment analysis tag

Scheduled

and categorized content according to campaigns and themes with the publishing feature

Trained

all team members in Khoros Care in a one-day training session

Results

Beyond Bank Australia's partnership with Khoros has freed up valuable time for their social media care team: now, rather than having to do tasks like manually record every brand mention on social media, the team can instead focus on their customer experience strategy. With logistical help from Khoros, Beyond Bank Australia can focus on authentic communication with their customers, helping them truly build customers for life.

30+

hours of manual labor saved per month

90%

of responses in 15 minutes

50%

increase in community engagement



It's great having Khoros as a partner. They are always at the forefront of new developments.



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