

Seamless customer experience with “George” and SAS

Our story

The online banking system “George” combined with Customer Intelligence from SAS give Austria’s Erste Bank hyper-personalized marketing in real time.

In retail, droves of customers could be storming stores depending on the season. The banking sector, by contrast, has a harder time driving demand. Most people simply don’t get a rapid pulse or dilated pupils when they think about financial products. Loans, mortgages, and interest rates – pretty boring stuff for your average

consumer. So, how can a bank make its offerings super attractive?

One financial provider has been working on it for some time now. Erste Bank Oesterreich, a member of Austria’s Sparkasse AG, claims to provide the most modern banking experience in Austria. They call their approach to customer communications “George.” Behind the scenes, George is powered by an online banking system Erste Bank has been steadily upgrading since 2015.

“Especially during the pandemic, George gave us a big leap on the competition, which hasn’t focused as much on digital so far,”

said says Karl Bacher Head of Customer Insights Erste Bank Oesterreich

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“The secret to good marketing communications is listening. SAS helps us truly understand the customer and manage communications across all channels.”

says Karl Bacher Head of Customer Insights
Erste Bank Oesterreich