



## DNB Buying a Home

Norway's largest bank helps you buy a home - from A to Z

DNB is Norway's largest bank, 35% of the population say DNB is their main bank. DNB's strategy is becoming best at the most important events in their customers lives – and buying a new home is one of them



*"Boligreisen" – ad campaign*

Starting in 2012, DNB initiated a Service Design project with EGGS Design, to understand how their customers in the consumer market feel about buying a home, and create an improved DNB service that meets their needs.



*"The home buying dialogue" – advisor training session*



*Co-creative process EGGS design / DNB*

Based on a process including customer insight and creative process, EGGS design and DNB have implemented a number of different interventions. These include:

**Improved proof of financing:** A new proof of financing, which clearly communicates what the customer needs to know, and adds tips on the home buying process.

**The “home buying dialogue”:** A framework defining how bank advisors can help customers through the home buying process, empowering them with tools to make them better advisors.

**Online resource and add campaign:** Add agency Pol was solicited to create the communication campaign “Boligreisen” (the home journey). The campaign consists of an online resource (<http://boligreisen.no/>), and commercial ads.

We believe the project is a great example of service design, because:

- The project is implemented on a large scale, with implications IT-systems, product offerings, and 3000 financial advisors nationwide.
- The project has positive effect, both business wise (conversion rate increase from 55% to 60%), brand wise (improved brand perception), and mindset wise (common understanding and view of the customers in the organisation).

