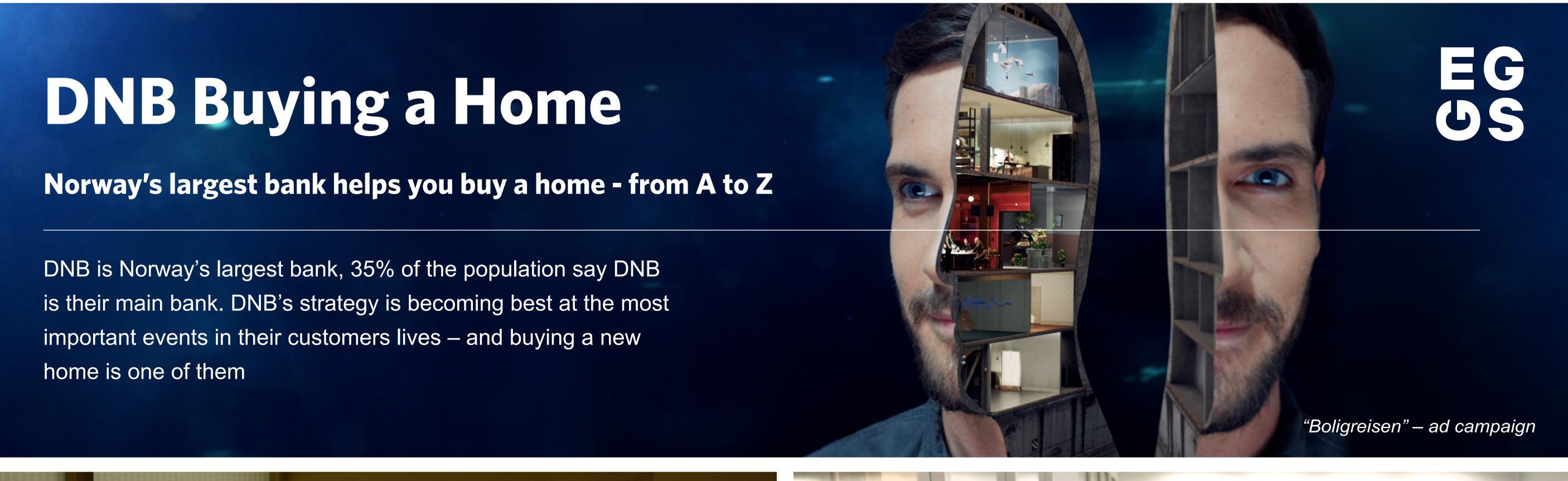
THE SERVICE DESIGN AWARD





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.



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

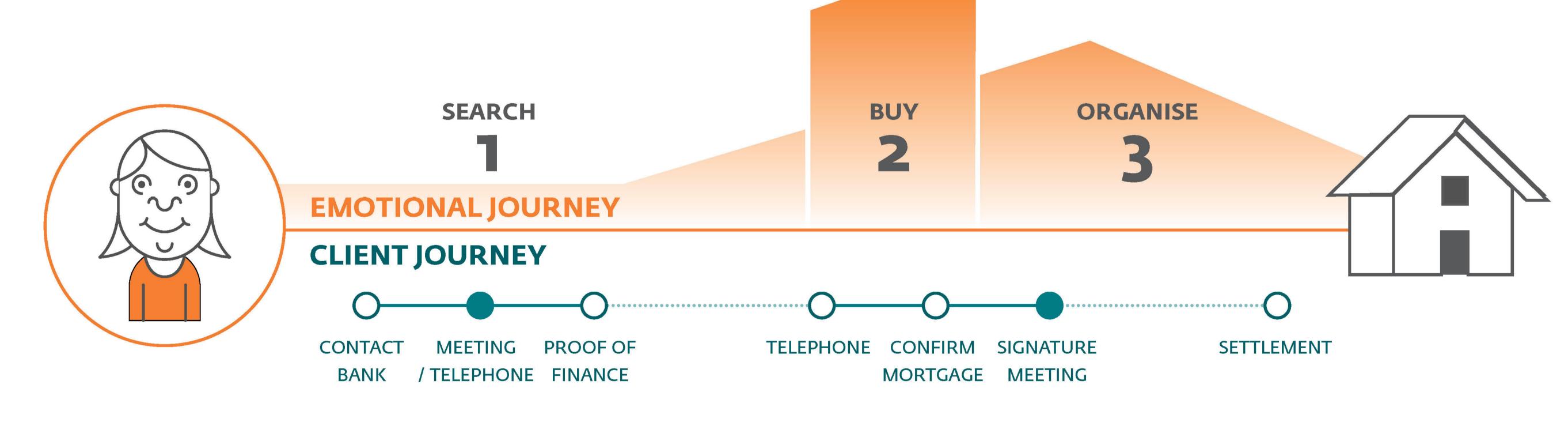
Improved proof of financing: A new proof of financing, which clearly communicates what the customer needs to know, and adds tips on the home buying process.

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).



Qualitative effects:

Mindset change: The ability for the organization to work across departments with a customer centric mindset has improved, and common understanding and alignment has been attained. The director of the DNB concern states about the service design concept: "This is THE WAY we will meet our customers when they buy a home".

Increased motivation among employees: An advisor says: "The Boligreisen training program is great – it brings the fun back into banking, and is really motivating".

Improved customer experience: A customer states: "I highly appreciated the proof of financing – it's so easy to understand, informative and convincing. I was blown away, and chose to remain with DNB".

Quantitative effects:

Improved conversion rate: In the period from the project started until now, conversion rate from Proof of Financing to Home Mortgage increased from 55% to 60%.

Increased attractivity: 42% more Proofs of Financing issued in 2015 than in the same period in 2014 (should be corrected by a 15% increase in the real estate market in the same period).

Good customer experience: 88% of home buying customers state that they are happy with the overall experience. ("Before"-data not available - measuring specifically on the home buying experience has been implemented as part of the project).

Improved brand perception: Clients that would recommend DNB to others has risen from 80% in 2014 to 85% in 2015.

All quantitative effects have been provided by the Analysis department of DNB.

