

## **TSB Accelerates Digital-First Strategy by Managing over 80,000 Customer Interactions in Eight Weeks with Adobe**

**Thursday 28<sup>th</sup> May – London, UK:** TSB Bank has joined forces with Adobe, as part of its 2022 strategic plan, to support its personal and business banking customers by making its customer servicing forms available online.

The roll out of Adobe Sign means TSB has been able to accelerate its vision of enabling more customers to be serviced through the bank's digital channels, negating the need for physical, in-branch visits, and greatly reducing customer calls to contact centres during the COVID-19 pandemic.

Over the past eight weeks, TSB has released 18 forms online – designed in Adobe XD – and processed over 80,000 online interactions using Adobe Sign, which could otherwise have equated to as many as 15,000 in-branch, face-to-face visits.

This approach has eased significant pressure on TSB's customer call centres, freeing up employees to focus on proactively helping customers manage their finances.

With interactions – such as change of address, bereavements, or interaction disputes – historically requiring customers to visit their local branch, TSB's new digital approach has not only given its customers peace of mind when it comes to their finances, but has also helped them stay safe at home during the COVID-19 pandemic.

TSB is also helping support small and mid-size businesses by making the UK Government's Coronavirus Business Interruption Loan Scheme and Bounce Back Loan Scheme application forms available online, ensuring its business banking customers can apply for critical lending and financial support.

"Enabling our customers to access the services, support and finances they need, quickly and securely through our platform, has been a critical part of our plans. It also frees up our colleagues to serve them on more complex issues," said Suresh Viswanathan, Chief Operating Officer at TSB Bank. "Working with Adobe has allowed us to be agile in our response to the pandemic and the rapidly-changing situation ahead of us. This has required us to move at speed and ensure schemes can be consistently updated as and when needed."

The bank is also using its new TSB Smart Agent webchat function to provide support to customers and direct them to the relevant online forms to ensure as many people as possible are benefitting from the support. The new forms have also been specifically designed, using Adobe XD, to form a seamless and intuitive end-to-end digital application journey, which also caters to customers who may never have used online banking before.

"As more people look to digital channels and services for support during these unprecedented times, it's likely the pandemic will result in a permanent step change in how people perceive and consume digital services," said Paul Robson, President International, Adobe. "It means it's more important than ever for brands to give customers what they need, and TSB is an example of an organisation that's adapted quickly to achieve just that."

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