

Mobilizing CX Insights Into Empathy Driven Action

March 2025

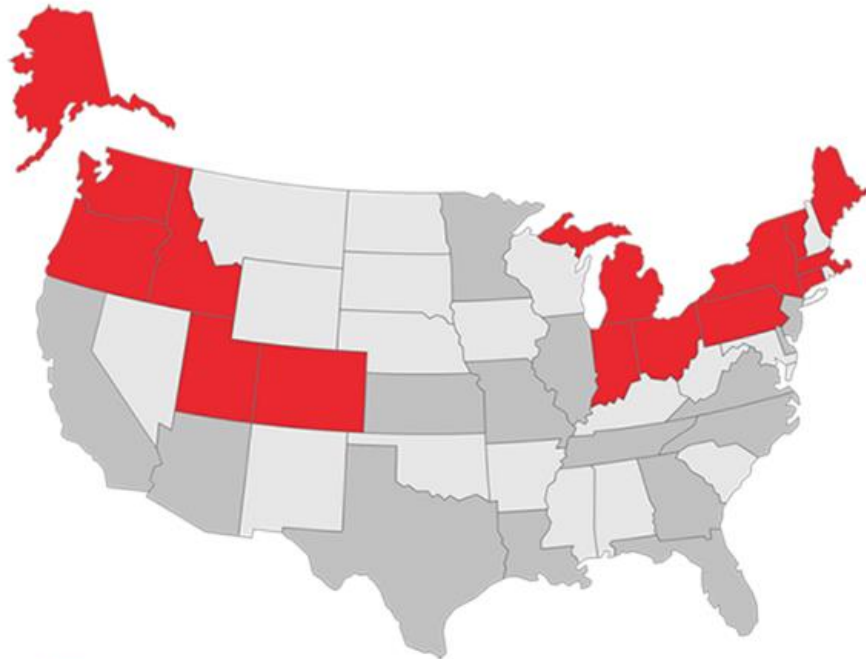
Era Ziroe, CCXP

SVP, Client & Employee Experience Director
KeyBank



KeyBank's Purpose:

To Help Clients, Colleagues,
and Communities Thrive.



■ Key Consumer Bank branches & Key Corporate Bank offices

■ Additional Key Corporate Bank offices



**\$190B
Assets**



**1,000+
Branches**

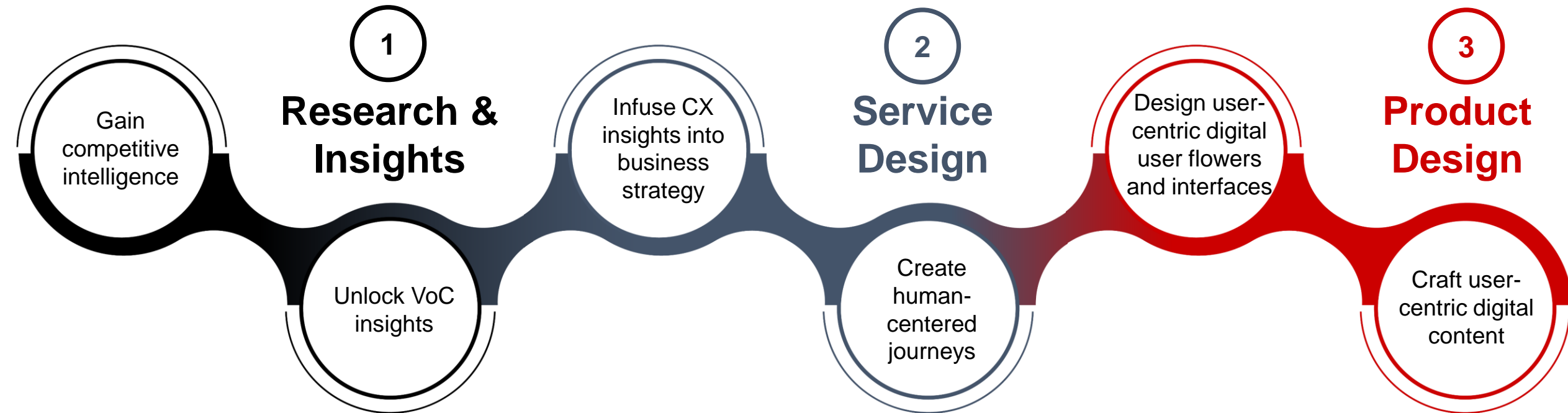


**17,000
Teammates**



Era Ziroye, CCXP
SVP, Client & Employee
Experience Director

Our End-to-End CX Capabilities





✓ ACTIONABLE INSIGHTS

✓ INTERESTED AUDIENCE

Cruising in the Right Direction...



Uncovering Insights

Spending weeks—or even months—diving into client feedback



Sharing Results

Presenting findings to business leaders—they are engaged



Celebrating Success

Feel good about the meeting and confident insights will drive meaningful change

Roadblocks Ahead...



Digital Dust:

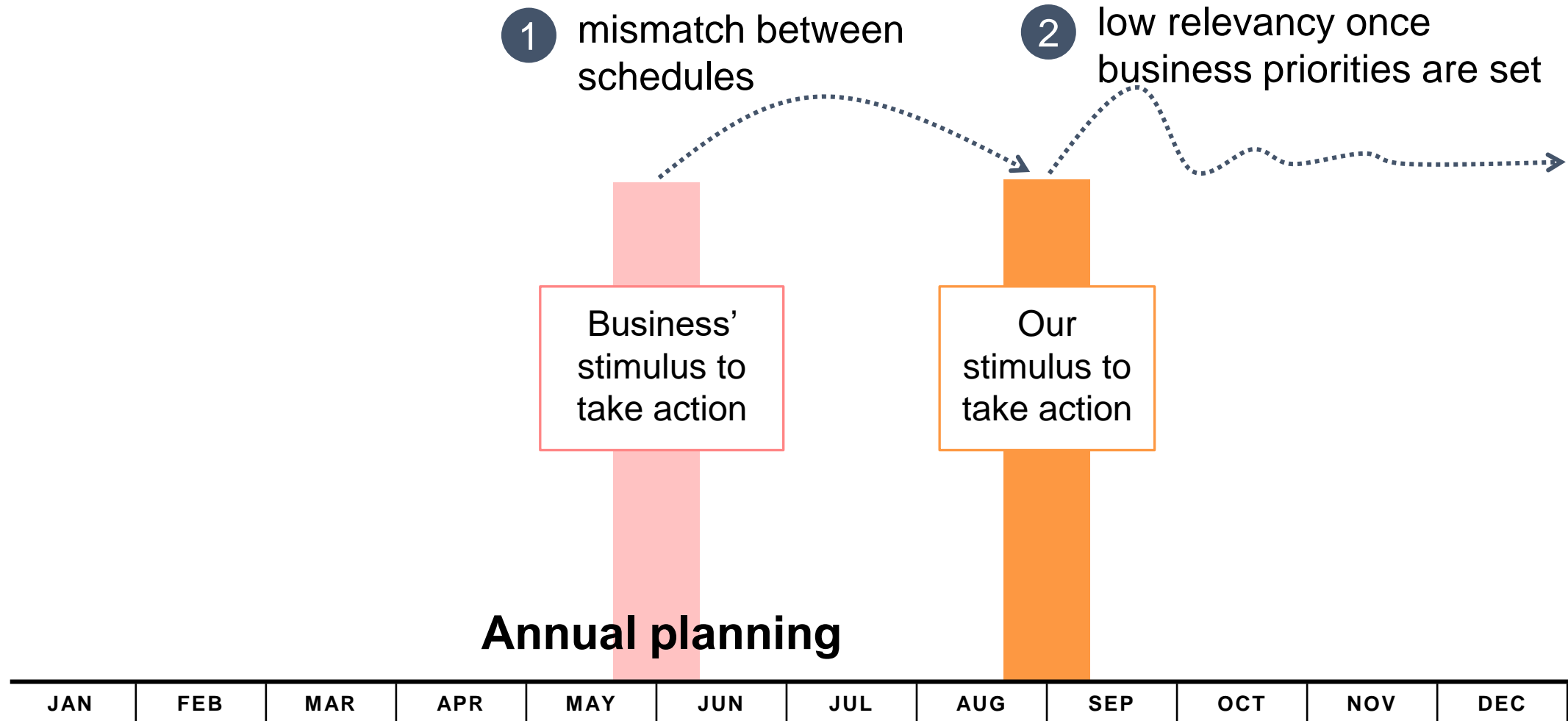
After the presentation, nothing happens—the recommendations sit in a deck

Insights Alone Don't Create Impact – Action Does!

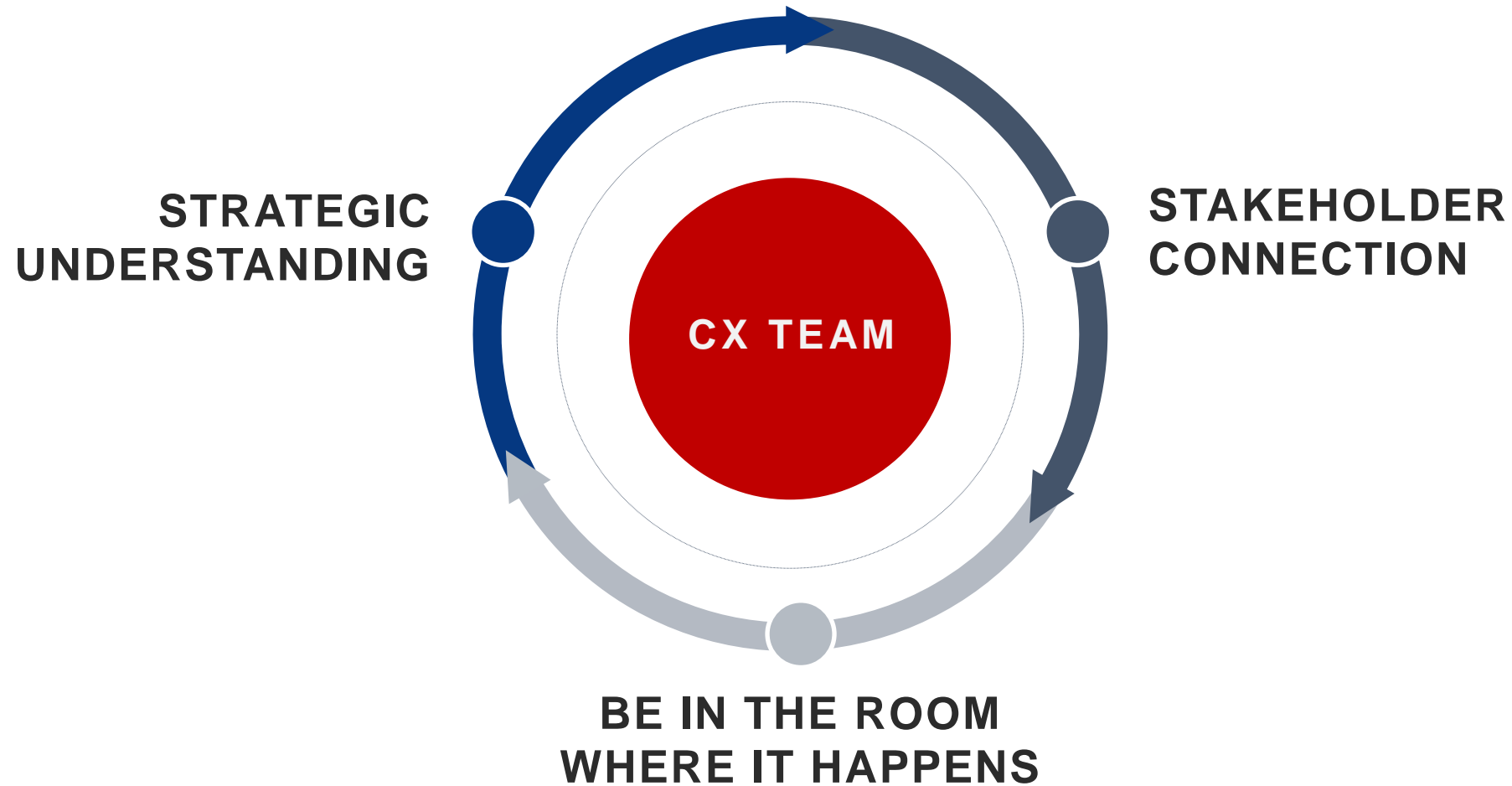
So how do we get the company to
take action on our insights?



Timing is Critical...



Understanding the Business is More Important...



When you don't navigate the business highway — **everyone loses.**

**How do you find the intersection of
Client and Business empathy?**

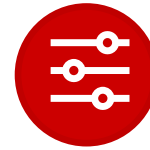
Voice of Client-Led Approach

Focus

“Actionable” Insights



Delivering ideas vs. a plan how to get there



Assigning work vs collaborating



Putting burden on business partner

Business-Led Approach

Focus

Business Outcomes



Don't understand user needs & expectations



False impressions that problem solved



Not differentiated strategies

Paradigm Shift

Voice of Client-Led Approach

***What can you
do for the experience?***

Business-Led Approach

***What can experience
do for the business?***

**ACTIONABLE
INSIGHTS**



**BUSINESS
OUTCOMES**



**LOYALTY &
PROFITABILITY**

A long-exposure photograph of a bridge at sunset. The sky is a mix of orange, yellow, and blue with scattered clouds. The bridge's structure, including its arches and support cables, is visible. On the bridge deck, several bright red light trails from cars stretch across the frame, indicating movement. The overall scene conveys a sense of connection and flow.

BUSINESS INTEGRATION IS THE BRIDGE

Solving Real Problems... For the Business and User

#1 Most Used Function in Commercial Platform



Client-Led Approach

Low Satisfaction

Less than half of clients are satisfied with the capability



Business-Led Approach

Consistent Reports

Make the reports easier to read and be more consistent



Integrated Approach

User-Centric Solution

Create personalized user access to transactional activity

“This exceeded my expectations.

On average it usually takes me an hour for research.

Not having to use external sources like Excel and Ctrl+F, **this will cut my time in half.**

~ KeyBank client in a treasury role

PROTOTYPE TESTING RESULTS

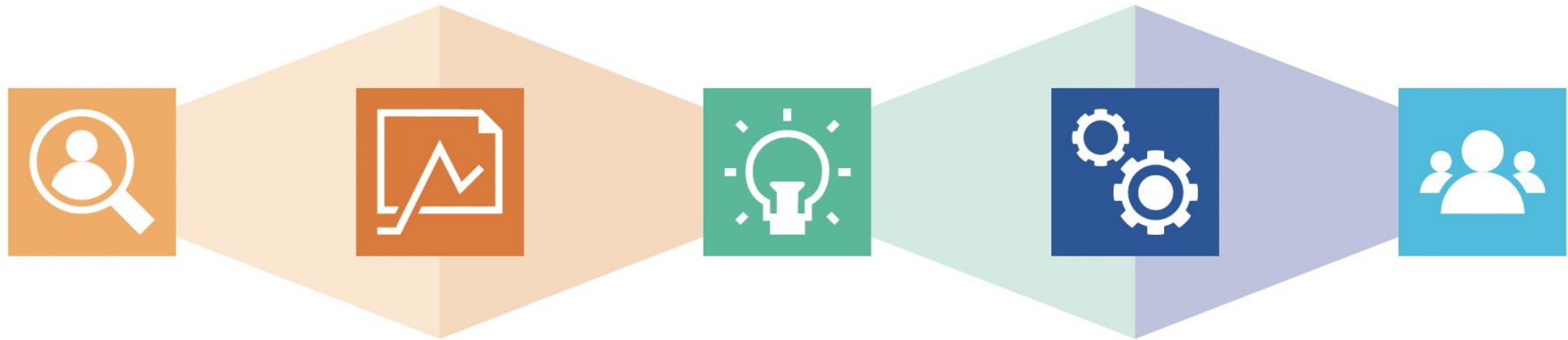
-57%

Task completion
time

92nd

Percentile in overall
experience satisfaction

We Follow A Human-Centered Design Process



Discover

Uncover pain points, identify opportunities, and empathize with end users based on their behaviors, needs, and values.

Analyze

Synthesize broad learnings into actionable insights, used as springboards for solution-based ideation.

Ideate

Develop desirable, viable, and feasible solutions, addressing what users have said they need, want, or expect.

Prototype

Translate “what could be” into “what will be” prior to investing significant capital, time, and resources.

Test

Gather feedback from end users to determine a solution’s market readiness or need to revisit a prior design phase.

Highest Form of “Empathy-driven Action”



This Project Earned Us a True Seat at the Table...

“

Really cool to see this all come together.

I think this is the best example to date of a holistic approach between product, tech and the Design team.

~Head of Commercial Digital Strategy