

# Nordea remote channels

for easy and convenient customer service:



Contact Center



Mobile App



Netbank



Online meeting

# Facts you did not know about Nordea Contact Centre

**325 000**  
calls received



**82%**  
calls answered in



Waiting time for  
**Gold  
customers**



**24**  
**employees**  
are on the line



# Facts you did not know about Nordea Mobile app

Total amount of active users increased by\*

**55%**



Mobile app downloads

**>68 000**



Mobile app logins

**>230 000**

per month



Nordea iPad app downloads

**>2 900**



**>50%**  
of customers use  
tablets



Average age of  
mobile banking user  
in Europe\*\*



Data for 2015 in Baltic countries

\*Data for 2015 compared to 2014 in Baltic countries; \*\*Source: Juniper Research, KPMG analysis

# Facts you did not know about Nordea Netbank

**80%**  
of all customers use  
Netbank



Total Netbank logins  
per month increased by\*

**89%**



Number of total active  
users increased by\*

**68%**



## TOP 7 most frequent applications:



Change  
safety limits



Consumer  
loan



New Debit  
Card



New Credit  
Card



New PIN



Overdraft



2nd pillar  
pension

*Data for 2015 in Baltic countries*

*\*Data for 2015 compared to 2010 in Baltic countries*

# Facts you did not know about Online meeting

**1 of 3**  
customers prefer to  
get advice outside  
the branch



On average  
customers rate the  
meetings at

**3.9**



Online meeting  
average lengths



In 3 months period  
**40 000**  
online meetings

