



# **COMPANY SUCCESS STORY**

**retail bank simulation for OTP Group**

Client: OTP Group  
OTP Bank Hungary

# ABOUT

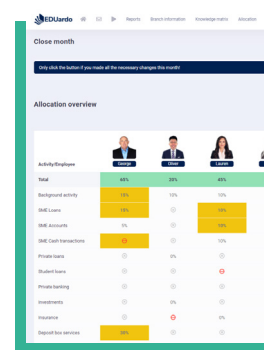
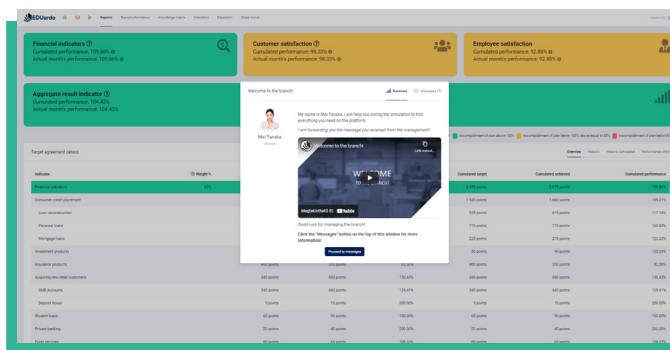
OTP Group is the largest financial supplier in Hungary, and a key player on the banking market in the Central and Eastern European region. The bank currently operates in 11 countries including Hungary. OTP Group provides high quality financial solutions to meet the needs of its 16+ million private and corporate clients in the Central and Eastern European region through 1500+ branches and 5000 ATMs, internet and electronic channels and with its almost 38000 employees.

OTP Group is present in

- **Albania** (OTP Bank Albania),
- **Bulgaria** (DSK),
- **Croatia** (OTP banka Croatia),
- **Romania** (OTP Bank Romania),
- **Serbia** (OTP banka Srbija),
- **Ukraine** (OTP Bank Ukraine),
- **Russia** (OTP Bank Russia),
- **Moldova** (Mobiasbanca),
- **Montenegro** (CKB),
- **Slovenia** (SKB)

via its subsidiaries.

As its flagship unit, OTP Bank Hungary provides a wide range of state-of-the-art financial services in Hungary, including daily banking services, the distribution of investment funds, vehicle financing, as well as home and other specific savings. In addition to retail, OTP also gives priority to serving corporate customers to a high standard, with the parent bank and most subsidiary banks offering special products to agricultural companies. OTP Bank operates with nearly 400 branches in Hungary and the number of its employees exceeds 9000 in Hungary. OTP Bank is also listed on the Budapest Stock Exchange.



# STARTUP PARTNERSHIP PROGRAM

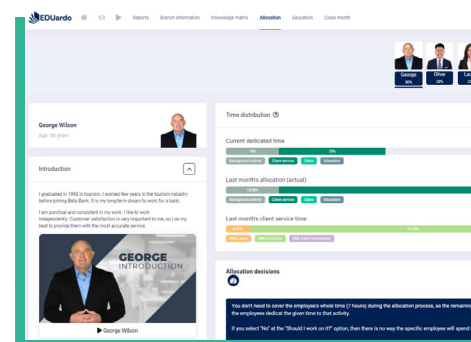
OTP Startup Partner Program is OTP Group's **international partnership program seeking later-stage startups with validated products and scaleups** from all over the world. It is organized annually by the innovation unit of the group, OTP LAB. So far 4 cohorts have been organized.

The program starts with a **3-month pilot phase**, after which the most successful cohort companies are admitted to a **6-month rollout** phase aimed at supporting the full-scale, live integration of the tested solutions into the operation of the bank.

EDUardo joined the 3rd cohort in early 2020 and successfully completed both the pilot and the rollout phases.

At the online Demo Day of the pilot phase followed by 1000+ viewers, EDUardo received two awards:

- As a courtesy of HubHub, EDUardo was granted 3 months' membership and access to HubHub's coworking spaces; additionally, HubHub also supported EDUardo through dedicated mentoring and the production of their promotional video.
- Pioneers and its sister company The Minted offered EDUardo consulting on EU grant service and venture capital investments.



# PILOT-PHASE

## THE USE CASE

The Human Resources Directorate of OTP Bank Hungary partnered with EDUardo to test its interactive, simulation based learning environment in order to rethink one of the bank's trainings targeted at corporate banking advisors. The HR team aimed to help the advisors learn about the **financial reports** used by business entities in a life-like setup, by managing a virtual company and analysing its financial reports.

## THE OUTCOME

OTP's e-learning materials and new educational videos were integrated into the business simulation environment. The solution personalized learning paths. The success of the pilot was measured along the following evaluation metrics: knowledge transfer efficiency (target: >10%); users' satisfaction indicator (target: 95%); users' recommendation score (target: >90%). EDUardo performed above target on the first two KPIs. As for the recommendation score, it achieved close to 80%, which was already above average compared to the recommendation rates of other trainings.

# ROLLOUT-PHASE

## THE USE CASE

**The goal of the rollout was the development of a comprehensive branch simulation training consisting of a virtual bank branch** with virtual employees, detailed operational processes, banking products and simulated market environment. With this, OTP intended to offer a risk-free, individually run learning environment to its branch and floor managers as well as network support teams, where learners could experiment, along various **managerial and leadership challenges**.

## THE OUTCOME

EDUardo successfully delivered on the ambitious scope by using agile software development approach. The rollout phase was also measured along specific success criteria, such as: Net Promoter Score (targeted level: >7; achieved level: 10); knowledge transfer efficiency increase (targeted level: increase in case of >80% of testers, target achieved) improvement of leadership competences (targeted level: improvement in case of >90% of testers, target achieved).

# CURRENT ACTIVITY AND FUTURE STEPS

EDUardo's branch simulation training is now live at OTP Bank Hungary under a long-term service agreement. In addition, new learning case study versions are defined and under development. The bank's employees use the platform as part of a catalogue of learning tools in Hungary. The scaling of the solution to other group members is examined by the HQ team.

**The retail bank simulation framework forms a basis of additional learning solutions in EDUardo's portfolio.**