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CASE STUDY · ONLINE BANKING

Fortuneo: From raw data to structured decision-making

Fortuneo centralizes its multichannel feedback into a single source of truth, and its teams turn it into operational insights that inform the product roadmap.

BEFORE → NOW

Isolated incidents hard to tell apart from structural issues	Data interpreted differently from one team to another	Heterogeneous sources: app, Trustpilot, emails, calls, chat	A vision to align between operational teams and management
Priority pain points identified by segment	**Consistent insights for all teams**	**A single source of truth**	**Widespread adoption, from management to operations**

The challenge: making Voice of Customer actionable across the organization

Fortuneo is a French online bank with a high level of maturity in customer satisfaction and experience management. Its teams already collect a significant volume of feedback: surveys, verbatim comments, and public reviews (App Store, Trustpilot, Avis Vérifiés).

The challenge: make Voice of Customer actionable in a reliable, structured and shareable way. That meant telling isolated incidents from structural issues in a massive volume of multichannel feedback, sharing an aligned vision between operational teams and management, and centralizing heterogeneous sources without losing segment-level granularity.

CLIENT
Fortuneo

SECTOR
Online banking

TEAM
User Experience

HORIZON
Product roadmap over 1, 2, 3 and 5 years

SOURCES ANALYZED
Public reviews (App Store, Trustpilot, Avis Vérifiés), surveys and email verbatims, call and chat summaries

"

This ability to centralize data provides a 360-degree view of our customer feedback.



David Amsellem
Head of User Experience, Fortuneo

Glanceable helps companies steer the Voice of Customer at scale: structuring unstructured data, multi-channel analysis, and action-oriented automation.

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The solution: a single source of truth for all feedback

Fortuneo centralizes its feedback into a single source of truth: public reviews (App Store, Trustpilot, Avis Vérifiés), satisfaction surveys and email verbatims, and call and chat summaries (support).

Feedback is automatically structured into actionable themes: reasons for dissatisfaction and customer expectations, emerging signals tracked over time, and priority pain points identified by segment.

KEY FIGURES

3	families of sources centralized (public reviews, surveys, calls and chat)
1	single source of truth

Results

Consistent insights for all teams

Operational teams and management share the same view.

Rapid deployment

Responsive support, with same-day answers according to the client.

Voice of Customer at the heart of the product roadmap

Insights inform the roadmap over 1, 2, 3 and 5 years.

Widespread adoption

From management to operations.

> "The Glanceable team's responsiveness was exceptional: same-day answers that let us make the right calls in tricky situations.



David Amsellem
Head of User Experience, Fortuneo

See Glanceable on your data

We integrate a sample of your real feedback before the demo.

Request a demo →