



My company stories

Stories happen only to those who are able to tell them



Frank is an hard worker. He reads on a newspaper that the government wants to raise the taxation of savings. He looks for informations on the corporate website [A7] but he can't find any in-depth content. Afterwards he calls the contact center [M4] and he's reassured by the operator that nothing is going to change about his savings. After two days he's still in doubt and writes an email [B4] but he doesn't receive a rapid answer so after a while he sends a fake user feedback [B2] full of taxation questions. The feedback is added to the outboud cue and Frank is called by the contact center [M4] in order to arrange an appointment at the nearest territorial retail office [N7] (face by face trust building).



I6 A7 M4 B4 B2 M4 N7

No trust



