

Behind the scenes of banking: the 5th season of the UniCredit podcast has arrived

Adding, extracting, and investing money – that's what you see as banking as an outsider. Which is in fact much more than that: many people from different professions have to work together to make banking smooth. The areas that support banking are showcased in the latest, fifth season of the UniCredit podcast.

As a customer, you don't need to be familiar with banking processes to manage your finances. However – human curiosity being what it is – it's always interesting to take a look behind the scenes and find out how things work in practice. The fifth season of the UniCredit podcast does just that: it takes listeners through the banking world to show how colleagues work and collaborate.

The first episode covers a topic that affects everyone: **offline and online fraud. Doborné Tündik Olga, Corporate Security Analyst in the Banking Security area**, explains the main warning signs of phishing; what not to do if you receive a suspicious email or phone call; what data you should never give out; and what to do if cybercriminals do succeed in the end.

In the second episode, **Márkus Dániel, head of the bank's call centre**, talks about the tasks they face, the materials they rely on, how many calls they handle on average every day, how digitalisation is affecting their work, and how important positive feedback from customers is to them.

In episode three, we move a little further away: **Somogyi Tamás, Head of Sales at UniCredit Leasing**, talks about leasing machines – tractors, material handling equipment, trucks, trailers, cars – closed-end and open-end leasing, vendor relationships – also locomotives, beer brewers, and coffee roasters.

In the fourth episode, **Becsey Zsolt, Chief Analyst**, took the microphone to explain how an **analyst's forecast** reflects the bank's views and what specialised knowledge is needed for this profession. The role of excel and imagination, financial awareness, analyst data sources and the importance of face-to-face conversations are discussed – also a pillow case, a magic bullet and a black swan.

In the fifth episode, **Petróczi Gina, an expert working on the bank's eBanking internet banking application**, talks about who uses netbank instead of or alongside mobile banking, how the back-end areas work together to keep the service up to date – and she also talks about what it's like to know every button on the eBanking interface.

In the final episode, **Tengerdi Laura, Head of customer experience at the bank**, talks about the field, the 'aha' experience, the customer journey, brand, and customer promises kept, how marketing and customer experience teams work together, customer needs assessment, the importance of emotional connection and employee engagement.

A special feature of the UniCredit podcast is that it is hosted by **Zsuzsanna Győrpál, Senior Communications Specialist and Gábor Nagy, Multichannel Team Specialist**.

Episodes and previous seasons are available here:

- Spotify: <https://open.spotify.com/show/63mkVmpeqsoaPi9W9PqNkb>
- Apple Podcasts: <https://podcasts.apple.com/hu/podcast/unicredit-podcast/id1570714933>
- UniCredit Bank web: https://www.unicreditbank.hu/hu/rolunk/hasznos_informaciok/podcast.html
- YouTube: <https://www.youtube.com/watch?v=QtM0Yydzu5M&list=PLzYqVBu2qp9SCCsVDG5HY1rR7YLRqKRO>

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