

Digital Evolution at Volksbank Wien

Challenge, Solution & Outcome

Volksbank Wien faced the strategic challenge of moving from a decentral FAT-client-based payment infrastructure on customer side, to a modern, scalable web solution enriched with value added services to facilitate migration. The existing infra-structure lacked the flexibility and digital capabilities required to meet the expectations of today's commercial clients. Migrating over 17,000 customers to a new platform demands not only technical foundation but also a commercially viable approach, particularly for smaller clients who were previously used to free banking models. At the same time, market feedback revealed widespread dissatisfaction with existing solutions – both internally and across the industry – highlighting a broader need for improved user experience, integrated services, and automated workflows. These challenges pointed to the urgency of implementing a platform that could deliver intuitive digital journeys, streamline operations, and support monetisation.



Volksbank Wien AG is the largest regional bank within the Austrian Volksbank Group and also its leading institution, defining the group's strategy in business and corporate banking. As a cooperative universal bank, it serves both retail and corporate customers across Vienna, Burgenland, and parts of Lower Austria. The bank operates 54 branches and is committed to regional proximity, customer-centric advisory services, and digital transformation. It ranks among Austria's top 15 banks by assets.

Decentralised FAT-client infrastructure

Lack of digital scalability and flexibility



Dissatisfaction with existing solutions

No intuitive user experience or integrated services

Solution

Volksbank Wien partnered with coconet to launch the “Business Lounge”, placing strong emphasis on delivering a modern and intuitive user experience. The platform was fully customised to reflect Volksbank’s branding, ensuring seamless navigation and accessibility for a diverse commercial client base. This approach was central to the bank’s goal of offering a digital experience that meets the expectations of today’s business customers.

Functionally, the solution integrates coconet’s multi:bank capabilities, including a wide range of cash management and payment functionalities, such as for example, instant payments, verification of payee, and cross-border transactions. These services are designed to replace the previous system and support scalable operations. The Business Lounge already leverages coconet’s multi:engage capabilities, providing a foundation for digital workflows and customer journeys. This includes processes such as account opening, user onboarding, and secure document exchange. By building on this platform, Volksbank can continuously enrich its service offering, introducing new features in line with strategic priorities and budget planning.



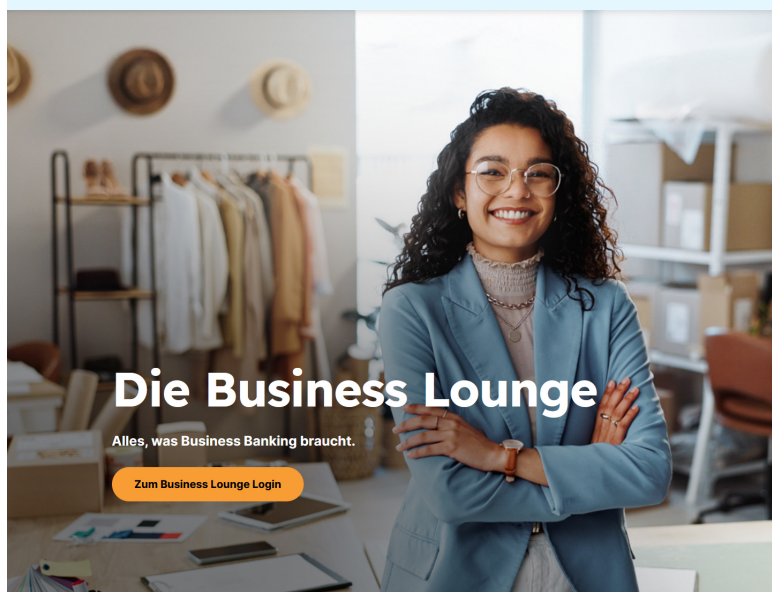
**Launch of the
branded, user-
friendly Business
Lounge**



**Integration of
multi:bank for
payments & cash
management**



**Use of
multi:engage for
onboarding &
digital workflows**



Die Business Lounge

Alles, was Business Banking braucht.

[Zum Business Lounge Login](#)

Tangible Results

The Business Lounge initiative has enabled Volksbank Wien to take a decisive step towards modernising and growing its corporate banking offering. By introducing a platform tailored to the needs of commercial clients of various sizes, the bank has created a scalable foundation for future service enhancements. The solution reflects a clear commitment to usability, operational efficiency, and long-term digital growth.



**Scalable
foundation for
future digital
services**



**Improved
usability and
operational
efficiency**



**Enhanced
customer
engagement**

Outcome

With the platform, Volksbank Wien is well-positioned to onboard clients and gradually expand its digital service offering. The Business Lounge is designed to support long-term transformation, including the introduction of workflow-driven services and enhanced user experiences. The project reflects a strategic step towards future growth and improved customer engagement, with coconet providing the technological foundation to support Volksbank's evolving needs.

