

# Success Report

**Open Innovation Challenge**  
**„How to Love a Bank“**

Commerz Business Consulting GmbH  
Commerzbank Gruppe

**COMMERZ BUSINESS CONSULTING**  
Commerzbank Gruppe



This success story describes the Open Innovation Challenge with Commerz Business Consulting GmbH and shows how Commerzbank Group involves young talents in their innovation processes and gives them the chance to help shape the future of banking.

After the pitch event, **2 offers for permanent positions** jumped out, which again illustrates the exclusive recruiting potential of Xeem.

## About the company - Commerz Business Consulting:

The Commerzbank Group is big. So big, in fact, that it has its own management consultancy: Commerz Business Consulting – or simply CBC. They work exclusively for the Commerzbank Group and advise it, for example, on its path to becoming a digital technology company and take responsibility for the shared digital future.

One advantage is that CBC sits door to door with the decision-makers. Its mission is to play a key role in shaping the future of the entire Commerzbank Group.

# The goal:

The aim of the CBC Challenge (2021) at Xeem was to confront external talent with the following question: "How to Love a Bank?"

In doing so, the CBC pursued the goal of working with students and young professionals to find out what a bank would have to be like in order for people to learn to love their personal bank and build a partnership relationship with it – beyond the classic measure of a business relationship.

During the process, the teams were asked additional questions, such as "What does the banking experience of the future look like for you?" or "What would a bank have to do so that you would clearly choose it and identify with it?"

According to the motto: My bank and no other.

# The approach:

We got to know each other via social networks and it quickly became clear to both sides: We want to set up an unforgettable project. CBC often described the joint cooperation as a "love story".

We came up with a challenge theme and then designed appealing communication materials for CBC and promoted the CBC Challenge via various social media channels. In the process, we were always in very close and personal customer contact with the CBC.

A total of 8 interdisciplinary teams worked together on the task via our innovation platform Xeem and compiled results. The results were particularly exciting, as concentrated knowledge from the fields of marketing, banking, IT, finance, business administration, fintech and even biotechnology came together. Talents from all over Germany took part. Among others from Stuttgart, Frankfurt, Flensburg and Heidelberg.

# The result:



**8 teams**

Almost 30 talents



**2 weeks**

Challenge duration

The Challenge was already completely booked after **2 weeks**. Actually, it was scheduled to run for 4 to 8 weeks. But the topic hit GenZ like a bomb and we received numerous inquiries by e-mail whether there were still more places available.

Eight teams from all over Germany came up with different ideas and solutions on the topic of "How to Love a Bank".

At the end of the Challenge, we submitted the final results to Commerz Business Consulting. CBC selected three winning teams from these eight concepts.

**Three teams could look forward to great prizes:**

1st place: 400 € + goodie bag.

2nd place: 200 € + goodie bag

3rd place: 100 € + goodie bag

The Challenge provided CBC with inspiring insights, new impulses and was simultaneously an interface between CBC and ambitious talents.

# The Event:



## Winning team

Presented before CBC



**11.06.2021**

Xeem x CBC live event

On June 11, 2021, Xeem organized and hosted a unique pitch event in cooperation with CBC. A great experience that brings young talents even closer to companies and builds a bridge to business.

The event kicked off with an introduction of CBC and a personal intro from Xeem founders Géraldine Ulrichs and Janine Weirich. The winning team, selected by CBC, then had the chance to present their idea in front of over 50 selected CBC employees. Selected employees of Commerzbank AG were also invited.

### Sophia Pascual y Garcia (CBC | Consultant):

"At this point again a big thank you to Janine Weirich & Géraldine Ulrichs from Xeem for the great collaboration, as well as to our winning team Laura Reiche (LinkedIn), Jonathan Lang (LinkedIn) & Paul Michalke."

### Arno Walter (Commerzbank AG | Divisional Board Member Wealth Management & Corporate Clients):

Thank you for the inspiration – you can literally feel the positive energy from the event and the result. Really great!

# talents about their participation



**Laura Reiche**

1st place

"CBC contacted me and offered me an internship.

offered me an internship, and after the Challenge I was interviewed for a direct entry position.

So a lot of things really still came up.

But unfortunately I don't have any more room in my calendar for an internship this year and will see that I take this opportunity. 😊

So thank you again at this point!

**Your challenge was the door opener."**

# CBC about the cooperation

"Connecting young talent with business and shaping the future together is the purpose of Xeem's founders. This is exactly what fits the spirit and the team of our company - Commerz Business Consulting. Together we initiated the challenge How to Love a Bank and together we tried out a lot about Open Innovation as an inspiring tool for co-creation with (young) customers. Creative ideas, exciting dialogs and new impulses have emerged - the true customer needs are captured. A big thank you to Xeem. Your professionalism and high level of commitment has inspired us."



**Britta Gayko**

Managing Partner & Co-Founder  
Commerz Business Consulting GmbH

# CBC about the cooperation

"The Xeem challenges give young professionals in particular the opportunity to help shape the future of companies with their free visions. We at Commerz Business Consulting GmbH are enthusiastic about the idea of promoting young talents and supporting their enthusiasm for banking. We enjoy learning from and with our clients to jointly shape the banking experience of the future. "How to love a Bank" has shown that the bank can accompany and support our customers in all life situations, like a perfect partner - simply to fall in love with!"



Sophia Pasucal y Garcia

Consultant

Commerz Business Consulting GmbH





# When are we going to write our challenge love story?

Do you also want to be part of our success story, conquer the hearts of thousands of talents and do joint marketing with fire?  
Sometimes it's love at second sight!

Simply book a free initial consultation here.  
You can find more information at [www.xeem.de](http://www.xeem.de)