F01

## CBA: the calls kept coming

SCAN CASE

The Finance Sector Union said CBA reversed plans to remove 45 customer-service roles. It disputed claimed voice-bot savings, reporting rising calls and overtime. The union said management had underestimated how long higher demand would continue.

August 2025

C01

## They measured activity instead of whether the service worked.

C02

## There was no-one who could say 'stop'.

C03

## They removed people before proving that the work had disappeared.

C04

## The easy work disappeared. The difficult work stayed.

C05

## The system optimised the wrong objective.

**PERSON 1**

**1**

Deep blue / R-P1-1

**PERSON 1**

**2**

Deep blue / R-P1-2

**PERSON 1**

**3**

Deep blue / R-P1-3

50 mm: measure before cutting

**CauseCraft**

SERIOUS CAUSES

**C02**

C02

**CauseCraft**

SERIOUS CAUSES

**C01**

C01

**CauseCraft**

FAILURES

**CBA: the calls kept coming**

PAIR SCAN

F01

**CauseCraft**

SERIOUS CAUSES

**C05**

C05

**CauseCraft**

SERIOUS CAUSES

**C04**

C04

**CauseCraft**

SERIOUS CAUSES

**C03**

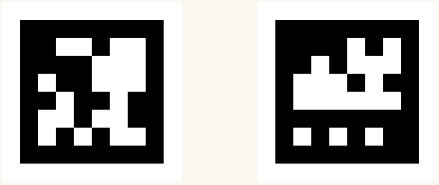
C03

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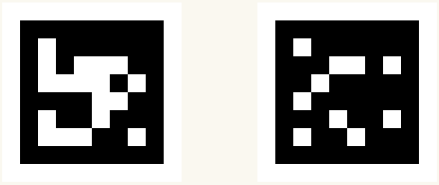
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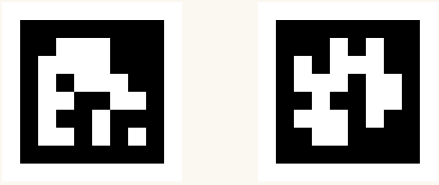


PERSON 1

4

Deep blue / R-P1-4

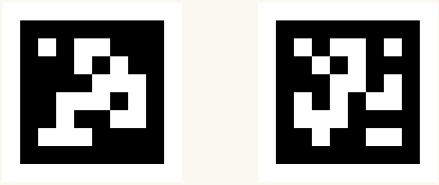




PERSON 1

5

Deep blue / R-P1-5

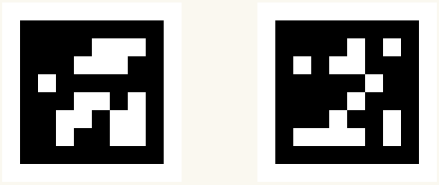


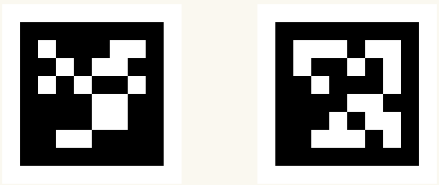


PERSON 2

1

Orange / R-P2-1

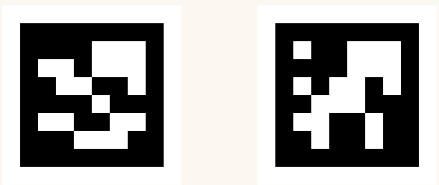


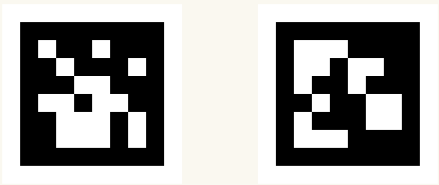


PERSON 2

2

Orange / R-P2-2

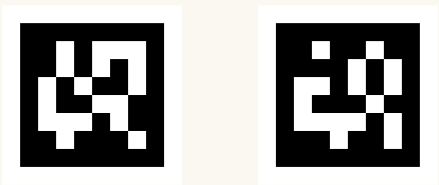


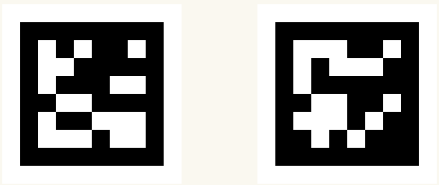


PERSON 2

3

Orange / R-P2-3

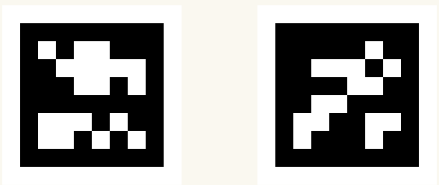


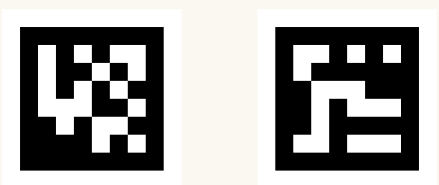


PERSON 2

4

Orange / R-P2-4

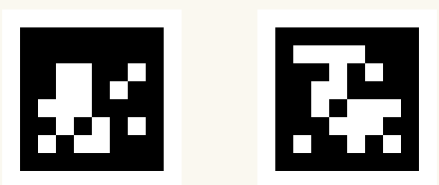


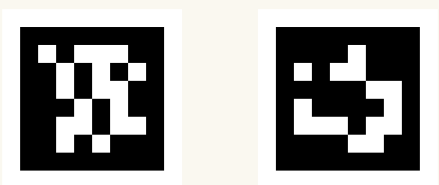


PERSON 2

5

Orange / R-P2-5

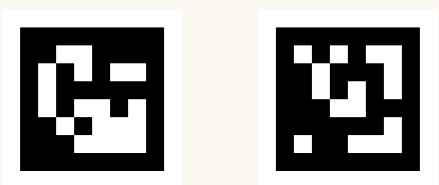




PERSON 3

1

Emerald / R-P3-1





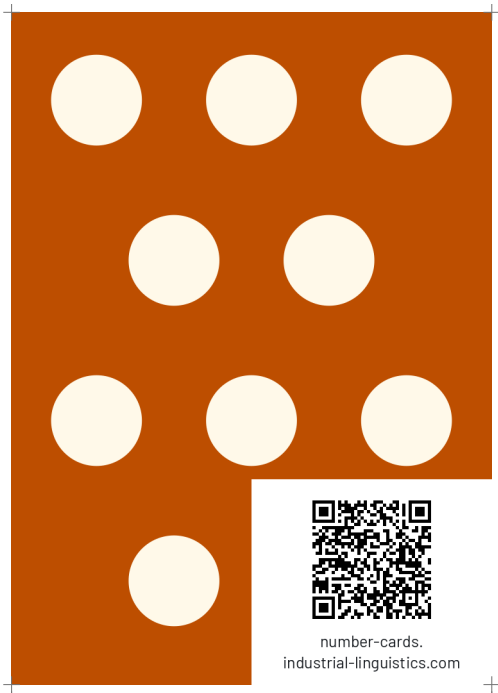
PERSON 3

2

Emerald / R-P3-2



50 mm: measure before cutting



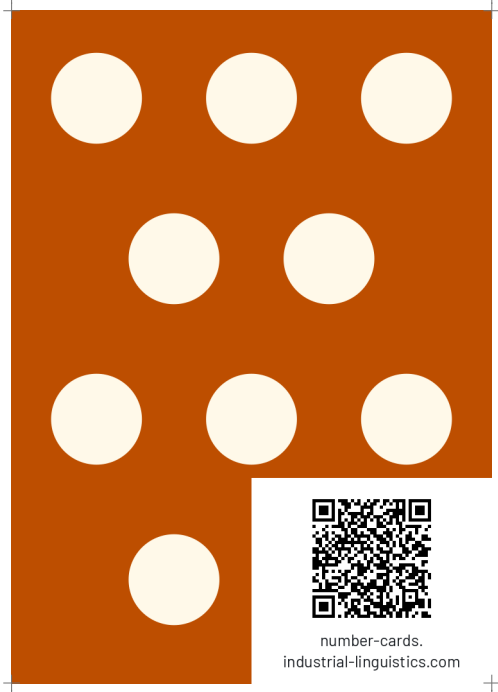
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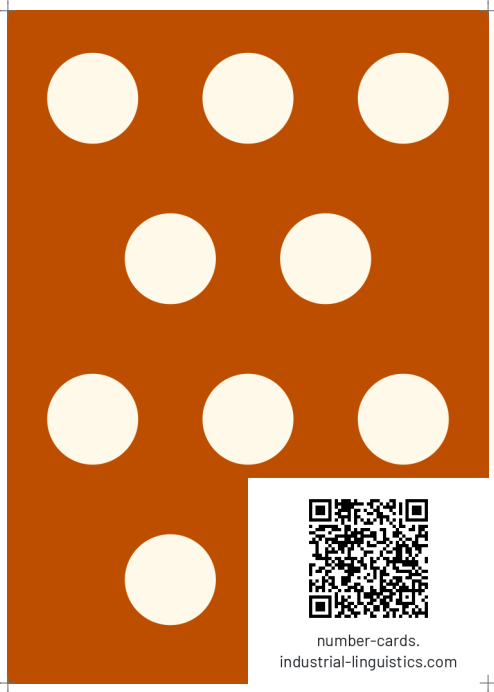
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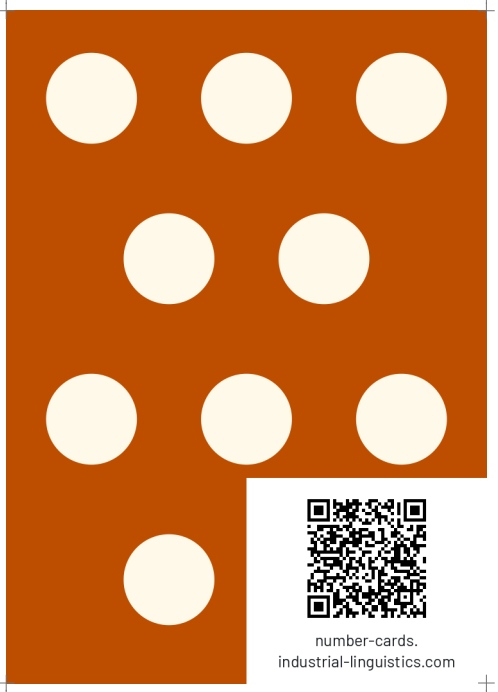
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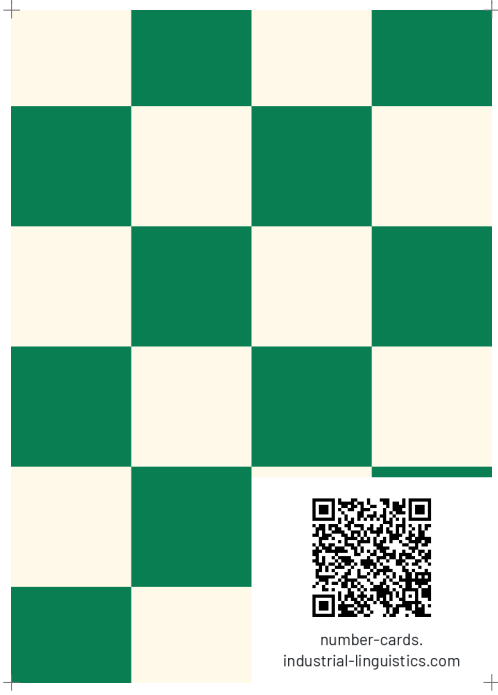
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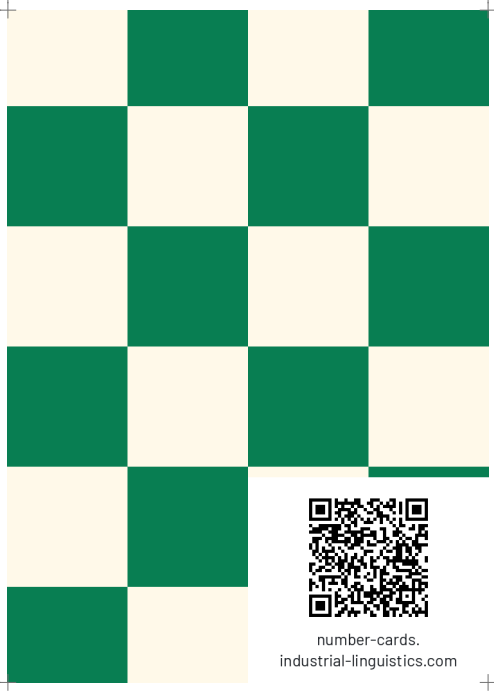
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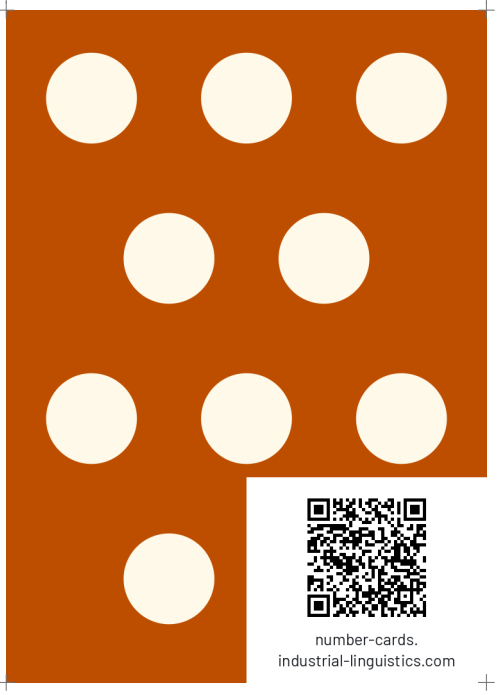
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50 mm: measure before cutting

PERSON 3

3

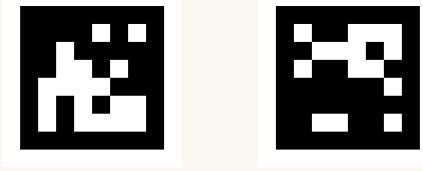
Emerald / R-P3-3



PERSON 3

4

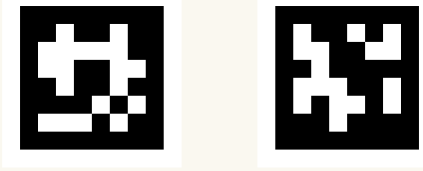
Emerald / R-P3-4



PERSON 3

5

Emerald / R-P3-5



PERSON 4

1

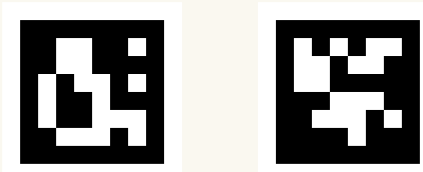
Purple / R-P4-1



PERSON 4

2

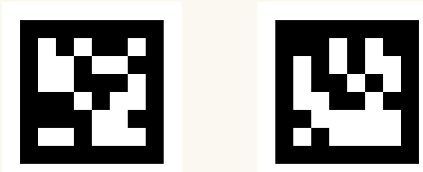
Purple / R-P4-2



PERSON 4

3

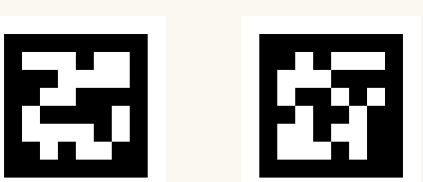
Purple / R-P4-3



PERSON 4

4

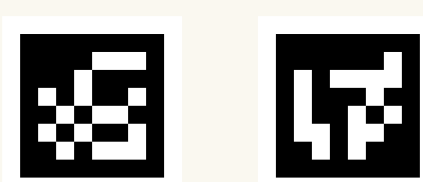
Purple / R-P4-4



PERSON 4

5

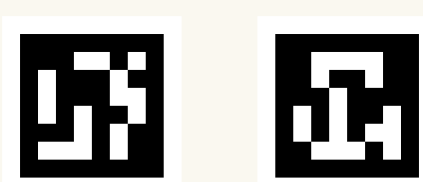
Purple / R-P4-5



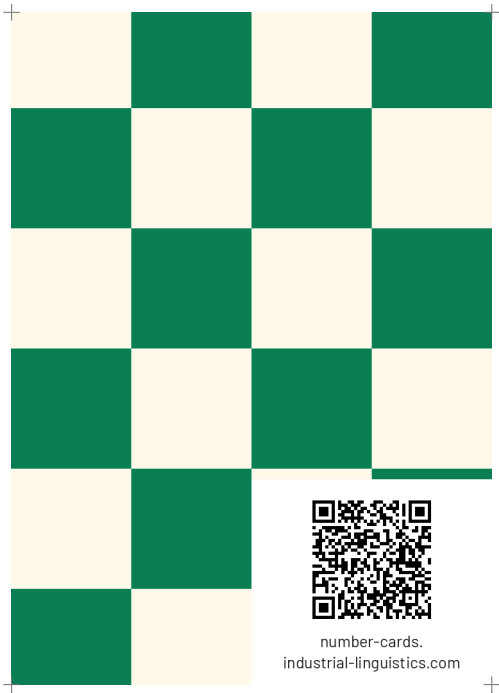
PERSON 5

1

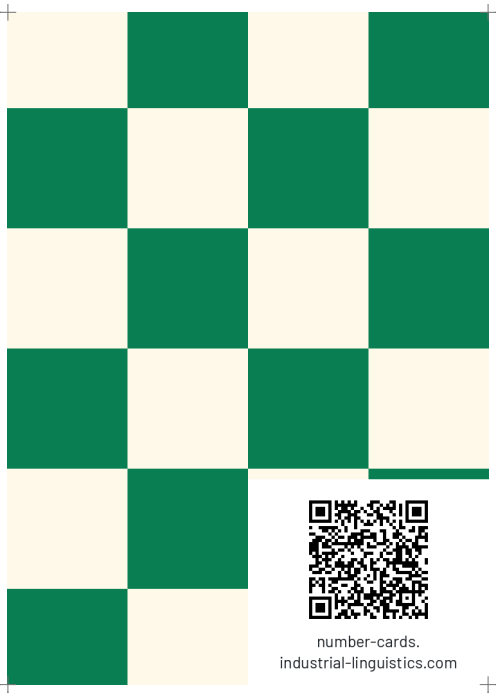
Crimson / R-P5-1



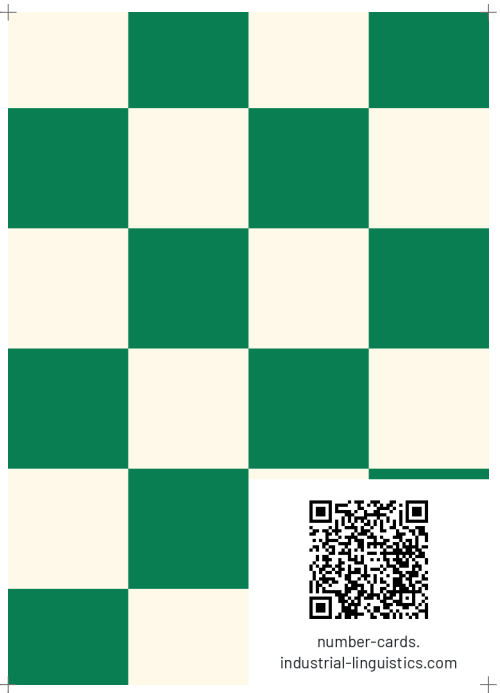
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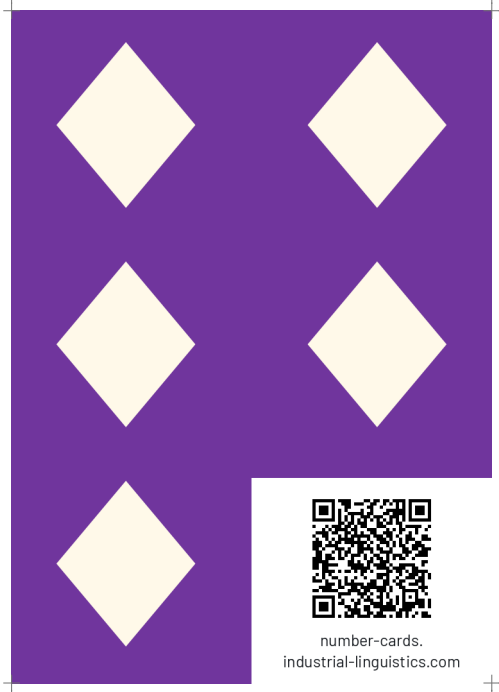
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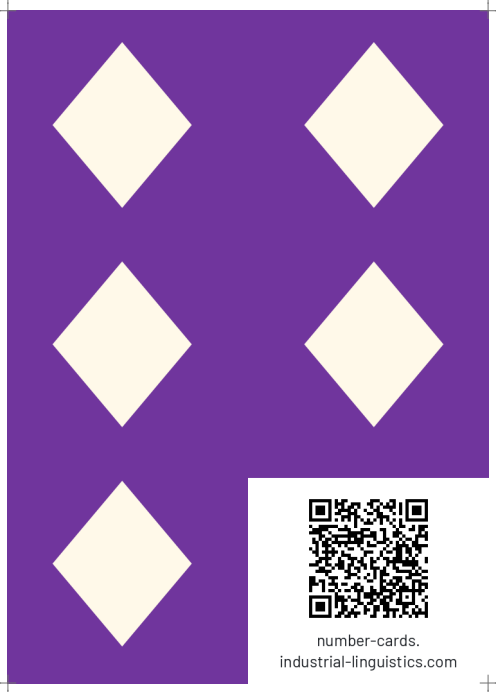
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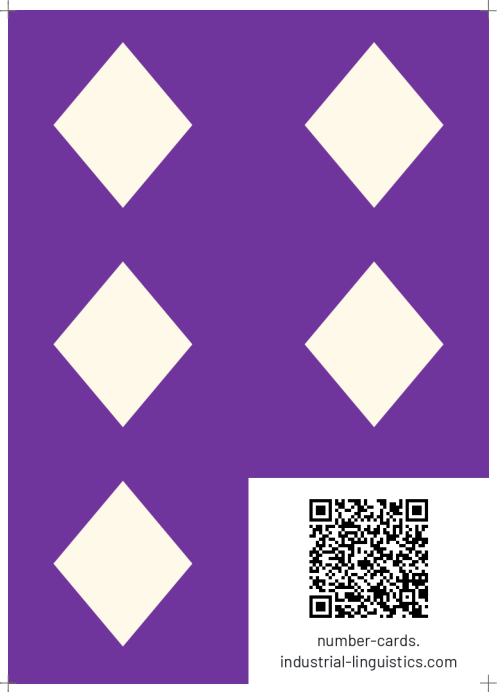
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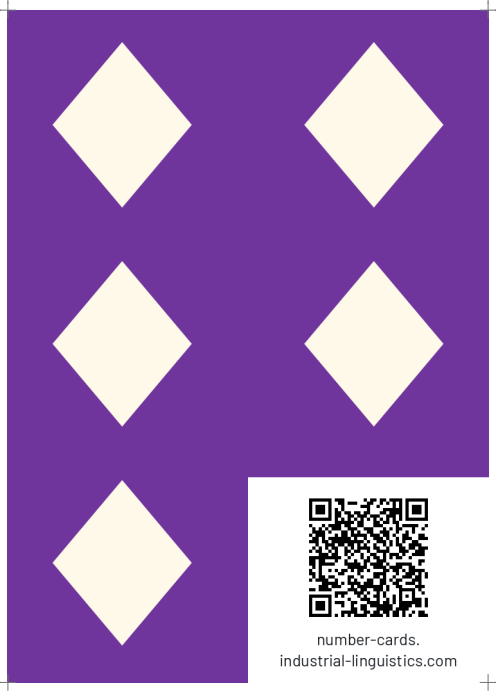
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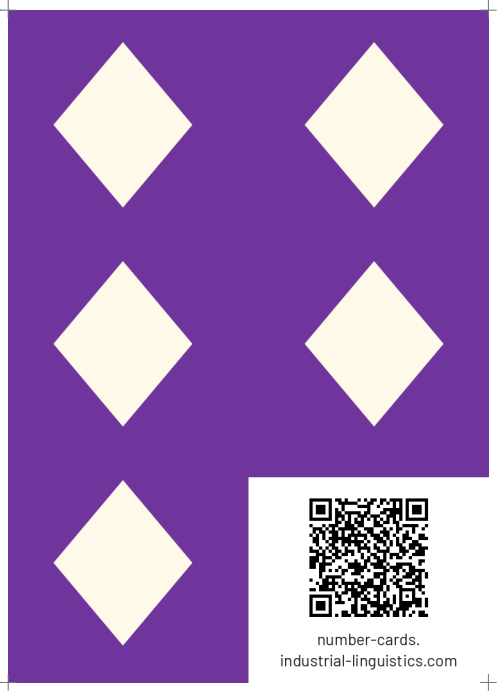
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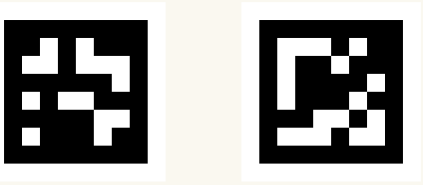


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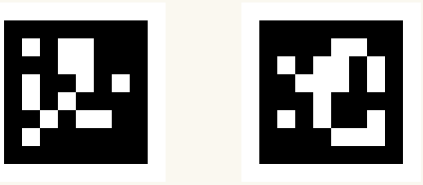
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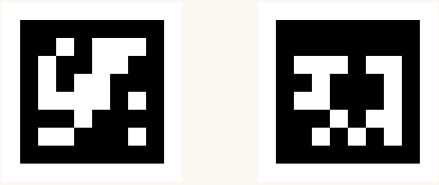


PERSON 5

2

Crimson / R-P5-2

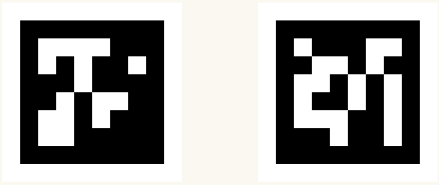


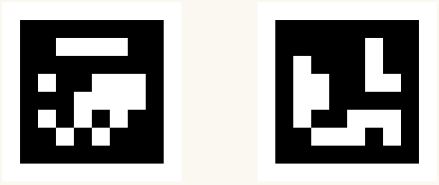


PERSON 5

3

Crimson / R-P5-3

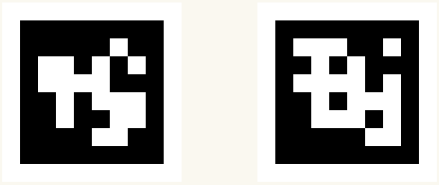


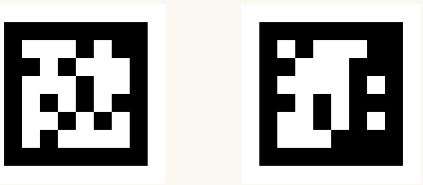


PERSON 5

4

Crimson / R-P5-4

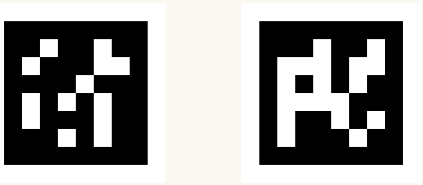




PERSON 5

5

Crimson / R-P5-5















50 mm: measure before cutting