SUCCESS STORY | BANKING

A leading UAE commercial bank elevates its customer experience to new heights

With Genesys Cloud CX and managed services

About the client

The client is a prominent full-service commercial bank in the United Arab Emirates, established in 1985. Over three decades of excellence, it has earned a reputation as the fifth-largest bank in the Middle East, boasting a dedicated team of over 5,000 professionals. Its diverse portfolio covers retail and corporate banking, wealth management, private banking, and more.

The challenges

To stay at the forefront of the financial industry, the client sought to revolutionize its customer experience. They aimed to implement a state-of-the-art cloud contact center with omni-channel capabilities, personalized proactive service, and a revenue-generating CCaaS module. The existing Avaya on-premise system faced limitations in digital channels, reporting, security, and compliance. The objective was to establish a pioneering "lighthouse" contact center equipped with cutting-edge features such as conversational IVR, speech analytics, agent assist, and seamless Siebel CRM integration, all aimed at delivering exceptional customer care and enabling sophisticated reporting capabilities.

The solutions offered

Servion, a Genesys Gold Partner, was chosen to spearhead this transformative journey. Its role was clear: design, deploy, and provide comprehensive

managed services for this project. The project scope included:

Cloud Migration: Servion initiated a detailed infrastructure evaluation and crafted a robust Genesys Cloud CX blueprint tailored to the client's needs and successfully deployed the solution within five months.

Quality, Knowledge, and Workforce Management: Servion enhanced critical aspects of the Genesys ecosystem by implementing upgraded versions of Quality Management, Knowledge Management, and Workforce Management, harnessing the native capabilities of Genesys.

Uniphore Voicebots and Chatbots: Seamless integration of Uniphore's voicebots and chatbots supercharged the Genesys Cloud CX solution, enhancing conversational dynamics.

Security Fortified by Nuance: The team bolstered the system with Nuance's cutting-edge cloud-native Gatekeeper security solution and implemented robust Fraud Management to safeguard against threats and fraudulent activities.

CRM Integration and Custom Admin Portal: Servion streamlined processes by integrating Siebel CRM and developed a custom admin portal to meet unique needs.

Real-Time Insights with Emite: Emite's advanced reporting and analytics capabilities empowered named users with real-time insights and historical reporting.

24x7 Managed Services: The Servion team's dedication goes beyond deployment, offering round-the-clock Managed Services that cover Moves, Adds, Changes, and Deletions (MACDs), guaranteeing a resilient and adaptable Genesys Cloud CX environment.

Benefits

Timely and cost-efficient migration: The project was completed on schedule and within budget, without any disruption to the contact center operation and cost overruns.

Enhanced customer experience: The modern cloud solution improved customer interactions and reliability, boosting overall satisfaction.

Stability and security: The infrastructure is fortified against security threats, ensuring stable and secure contact center operations.

Reduced operational costs: The migration led to ongoing cost savings, optimized resource management, and increased operational efficiency.