

A leading bank in Oman implements intuitive self-service to enhance customer experience; wins the Asian Banker award

Challenge

- Having been consistently rated as one of the best banks in the region, they had one of the highest market penetration level. As a result, they were experiencing heavy interaction volumes in their customer support channels.
- There was a strong need felt to revamp its contact center technology stack and promote self-service channels for cost optimization.
- The bank also wanted to improve its customer experience and provide hassle free customer service

Solution

- Servion proposed a new intuitive & proactive Self-service solution that was built on top of ServIntuit Omni-channel Customer Experience platform
- The solution was architected to helped the bank to predict customers' interaction intent based on transactional knowledge of the customer

Results

- The Servion solution help the bank enhance its Customer Experience through
 - 70% drop in abandoned calls
 - 25% increase in self-service
 - 20% increase in customer satisfaction level
- As a result, The Asian Banker awarded this project the best Self Service Implementation award in 2015

