

A leading global bank delivers consistent multi-country customer experience

Challenge

The client, a leading global bank with over 200 million customer accounts, faced the following challenges:

- Inconsistent view of self-service – availability, cost of operation, effectiveness
- Inconsistent customer self-service experience across countries
- Launch of new applications/initiatives/functionalities was difficult, expensive and time consuming
- Limited/no re-use of technology/business logic/data access

Solution

Servion designed and deployed a centralized VXML based customer experience application.

- The application was modular, scalable and had a re-usable architecture that provided high availability and business continuity
- Centrally hosted platforms and reporting
- Centralized application monitoring and support

Results

As a result of the solution deployed, the service provider was able to

- Monitor, govern and maintain their technology investments with ease
- Build intelligent customer-specific call flows
- Access to customers on the move to all content available improved cost efficiencies

