

A leading Thai bank reduces Average Handle Time and delivers superior customer experience

Challenge

- One of the leading banks in Thailand operated a contact center that was consistently failing to meet business targets and was leading to an erosion of their brand image
- Soon, extended teams began viewing technology as a barrier rather than as an enabler to deliver good customer experience
- Customers were unhappy with the wait times

Solution

- Servion took up a detailed assessment of the bank's current practices – Gap Analysis
- A set of quick wins were targeted to bring about short term changes for immediate gain
- Based on the success of short term wins, long term systemic recommendations were made

Results

- The bank began to see an improvement in contact center metrics
- Improvement in agent performance. The Average Handle Time (AHT) of agents reduced by 30 seconds
- Cost savings of USD 150,000 per annum

