

A leading commercial bank in India builds a new state-of-the-art contact center

Challenge

The existing contact center of a leading commercial bank, based out of India, was facing technology and performance measurement issues. Therefore, the bank wanted to completely transform the contact center by devising a new strategy, appropriate outsourcing model, developing the required operational blueprint, vendor selection, transitioning and piloting

Solution

The bank engaged Servion's consultancy services to evaluate its present facilities and infrastructure, conceptualize an outsourced contact center at par with the best in the global industry.

- Conducted an Industry best practices study
- Proposed a model contact center including technical details, sizing, pricing, performance metrics, operational strategies and CSAT measurements.
- Included evaluation of bid and vendor selection, pilot and project implementation

Results

As a result of the solution implemented:

- 15% reduction in repeat contact
- 3% reduction in fatal error
- 2% reduction in agent calls

