

# A leading UK-based bank reduces customer effort and strengthens customer experience

## Challenge

- The client, a leading UK-based bank, faced the problem of having large amounts of calls disconnected at the initial stages
- Customers were finding it difficult to find the required services among the serpentine menu options. There was also confusion between account number and credit card number on the IVR.
- As customers disconnected the self-service offerings, the agents had to handle huge amounts of calls – most of them being repetitive.

## Solution

- Servion took a consulting-led approach and designed a predictive and intelligent IVR application.
- The design helped the bank to predict customer interaction intent based on behavioral and transactional knowledge of the customer.

## Results

As a result of the IVR redesign the effectiveness of the self-service system greatly improved.

- Average IVR handle time reduced from 3 minutes to 1.5 minutes
- Average key presses reduced from 15 to 6
- Significant reduction in the number of calls transferred to the agent
- Significant reduction in the number of repeat calls

