

SUCCESS STORY | BFSI

A leading Asian bank replaces legacy systems and delivers exceptional customer experience



Challenge

- This Asian bank realized their core customer interaction management systems were built to be system centric than customer centric

- To achieve their customer experience goals, they wanted to build a flexible CX architecture and deliver personalized services faster than before

- They needed a trusted advisor who will support them in finding the right technology platforms and identify an outsourcing partner to run their operations

Solution

- Servion adopted a consulting first approach that is based on its patent pending CIM-B methodology
- Servion conceptualized a new contact center operations model with a shared vision of enhancing customer experience

 - With an end-to-end transition support, Servion helped the bank right from floating a RFQ to signing the contract with the identified outsourcing partner

Results

Legacy replacement could be an expensive and complex decision. However, Servion hand-held the bank not just in technology modernization but achieve its CX goals as well –all that with minimal disruption to business.

- The new system gave them the advantage of speed while keep it flexible for future growth
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- The bank was also able to better monitor and measure critical data with an easy reporting system in place

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



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