

CASE STUDY | 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 RFP 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
- The bank was also able to better monitor and measure critical data with an easy reporting system in place