

CASE STUDY | BFSI

# A leading International bank in the UAE provides intelligent self-service

## Challenge

The client is a leading International bank in the UAE and is considered as one of the fastest growing banks in the region. The bank faced the following challenges:

- The existing legacy solution was outdated and no longer supported
- The self-service application had to be integrated with a lot of back-end systems
- Intelligent call routing mechanism

## Solution

Servion designed and developed a DTMF-based intelligent self-service application. The application included welcome

announcement and promotional messages, multi-lingual support, caller identification and card activation using one-time password

## Results

- The intelligent self-service application offered personalized service and reduced annoying and time-consuming transfers and re-routes
- By providing SMS messaging system, a new addition to their contact center, the bank effectively controlled and managed their outbound communication
- Shorter wait times and improved communications