

CASE STUDY | BFSI

A leading International bank creates seamless omni-channel customer experience

Challenge

The client is the second largest private bank in India as measured by assets. The bank faced the following challenges:

- The bank wanted a centralized platform for its contact center solution, which can provide automated outbound calling with support for inbound, web and email
- Lack of centralized management and reporting
- Agents were not able to connect instantaneously with customers
- Required a solution to close loop sales process, develop alternate channels for telesales, remote help, dynamic and effective campaign management

Solution

Servion designed and developed a customer management solution that included:

- Auto dialer –5000 outbound agents, 347 supervisors, inbound agents and 10% blended agents
- List and campaign manager for outbound voice, customized CTI
- A unique lead staging system to get real-time feeds from various back end systems for campaign management and click to call functionality on the client's website

Results

The Servion solution help the bank enhance its customer experience through

- Effective campaign management. Outbound dialer handles 1.5 million dial outs per day
- Scalability
- Comprehensive reporting