

A large bank in South Asia delivers flawless customer experience

Challenge

The client, the fourth largest private sector bank in India sought to improve the service capability and provide enhanced customer experience.

- It had a large network of businesses operating through independent contact centers
- Different help desk numbers were routed to multiple locations
- Agents were not empowered with relevant details to better serve a wide range of customers
- Monitoring performance was an operational burden

Solution

Servion designed and implemented a unified and integrated solution that included:

- Call automation across all business units
- CTI, outbound, supervisor desktop application
- Courtesy call back
- Managed services

Results

Servion's solution enhanced the customer experience by:

- Consolidating 8 LOBs into a single technology infrastructure
- Bringing in ease of manageability and reduction in operation cost
- Empowering agents to serve better
- Solution won the Asian Banker's 'Best Self service Project' 2013

