

# A leading bank aligns its brand and strategy to build better customer experience

## Challenge

- The client , a leading premier bank in Vietnam, wanted to execute a three pronged strategy based on the following core values:
- Safety through building a bedrock of sound values and prudent banking practices
- Efficiency that is equal to internal of best practice standards
- Sustainable growth to create long term value for customers and shareholders

## Solution

- Servion studied the brand of the bank, its products and services, and customer profile. The entire scope involved– brand assessment, brand to strategy study, Contact Center strategy design, Contact Center technology design, Contact Center operations design including process re-design and SLAs, and Training assessment and design.

## Results

- A business and technology blueprint for the implementation of the Contact Center and upgrades thereof were provided.
- Based on the blueprint the bank developed a road map for operational and technology implementation which was carried out.

