

SUCCESS STORY | BANKING

A leading Islamic bank based in the UAE transforms its contact center operations with a seamless Genesys Cloud migration

Empowering CX with innovative Cloud solutions and tailored Managed Services powered by Servion



About the client

The client is a leading Islamic bank based in the UAE, renowned for its innovative digital banking solutions and commitment to customer-centric services. It aims to modernize Islamic banking while adhering to traditional values. The bank offers a wide range of financial services and products, such as savings accounts, credit facilities, and loans, all compliant with Islamic finance guidelines.

Requirements

The client sought to transition from its legacy system to a modern, robust cloud contact center without disrupting daily operations. In addition, they needed to enhance their digital channels, streamline their IVR system, and integrate the new cloud contact center with their existing CRM system to ensure seamless customer interactions. Furthermore, essential customization was required, particularly in creating tailored recording policies, scripts, and reports to meet the

specific needs of the bank's services.

These requirements called for a partner capable not only of deploying the solution but also of providing long-term managed services to support the evolving contact center environment.

The solutions offered

Servion, a Genesys Gold Partner, was chosen to lead this transformative journey. Its role was clear: design, deploy, and provide comprehensive managed services for the project. The project scope included:

- **Cloud Migration:** Servion conducted a detailed infrastructure evaluation, crafted a robust Genesys Cloud CX blueprint tailored to the client's needs, and successfully deployed the solution within five months.
- **IVR:** Servion designed and delivered a customized IVR application for AHB's voice and digital lines of business, implementing

AWS Lambda and RDS integrations with Genesys Cloud to achieve custom business logic to better serve AHB customers.

- **Digital Channel Implementation:** Servion enhanced customer interactions across web messenger and email channels, providing a platform to grow sales, create targeted marketing campaigns, and deliver exceptional customer service.
- **Recording & Scripting:** Servion implemented custom recording policies as per AHB's requirements and designed custom scripts to display relevant information on the agent desktop.
- **Genesys Cloud Integration with CRM:** Servion created custom logic to showcase customer data on the agent desktop through CRM integration, implementing triggers and actions from Genesys Cloud to invoke surveys from AHB's CRM.
- **Quality Management:** Servion upgraded and customized critical aspects of quality management within the Genesys ecosystem.
- **Real-Time Insights with Emite:** Emite's advanced reporting and analytics capabilities empowered users with real-time and historical insights.

- **Customized Reports:** Servion delivered a range of customized reports tailored to meet the client's distinct functional and banking requirements.
- **24x7 Managed Services:** Servion provided round-the-clock managed services, covering moves, adds, changes, and deletions (MACDs) to ensure a resilient and adaptable Genesys Cloud CX environment.

Benefits

The successful implementation of Servion's solutions brought significant improvements to the client's contact center operations, including:

- **Timely and cost-efficient migration:** The project was completed on schedule and within budget without disrupting contact center operations or causing cost overruns.
- **Enhanced customer experience:** The modern cloud solution improved customer interactions and reliability, boosting overall satisfaction.
- **Stability and security:** The infrastructure is fortified against security threats, ensuring stable and secure contact center operations.
- **Reduced operational costs:** The migration resulted in ongoing cost savings, optimized resource management, and increased operational efficiency.



Crafting CX solutions

Servion is a specialist in customer experience (CX) solutions, excelling in complex, compliance-driven environments. As a consulting-led, vendor-agnostic global system integrator, Servion enhances CX by leveraging existing infrastructure and advanced technologies. Utilizing AI and cloud solutions, we significantly improve customer interactions. With a Net Promoter Score (NPS) of 80, we focus on long-term relationships, helping over 600 enterprises migrate contact centers to the cloud, implement AI, integrate business applications, and optimize operations with our 24x7 managed services.

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