

SUCCESS STORY | BFSI

A leading Asian bank replaces legacy systems and delivers exceptional customer experience



Challenge

- This Asian bank realized their core customer interaction management systems were built to be system centric than customer centric
- To achieve their customer experience goals, they wanted to build a flexible CX architecture and deliver personalized services faster than before
- They needed a trusted advisor who will support them in finding the right technology platforms and identify an outsourcing partner to run their operations

Solution

Servion adopted a consulting first approach that is based on its patent pending CIM-B methodology

- Servion conceptualized a new contact center operations model with a shared vision of enhancing customer experience
- With an end-to-end transition support, Servion helped the bank right from floating a RF to signing the contract with the identified outsourcing partner

Results

Legacy replacement could be an expensive and complex decision. However, Servion hand-held the bank not just in technology modernization but achieve its CX goals as well –all that with minimal disruption to business.

- The new system gave them the advantage of speed while keep it flexible for future growth
- The bank was also able to better monitor and measure critical data with an easy reporting system in place

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



Servion is a registered trademark worldwide. The mention of other product and service names might be trademarks of other companies. This document is current as of the initial date of publication and may be changed at any given point of time.

© Servion Global Solutions

Learn more at servion.com

Follow us at [linkedin.com/company/servion-global-solutions](https://www.linkedin.com/company/servion-global-solutions)

For more information, contact marketing@servion.com