

SUCCESS STORY | CONTACT CENTER

Leading private lender builds a reliable, in-house contact center for better CX

Shifting from outsourced to in-house for better control, visibility, and efficiency

About the client

The client is an upcoming banking and financial services company offering world-class banking products and services to India's urban, semi-urban, and rural customers. Present in 34 states and union territories, this private lender has 4,559 banking outlets pan-India, serving more than 20 million customers.

Requirement

The bank used to outsource its contact center operations to a BPO. The outsourced partner eventually ran into call routing issues, raising concerns about the overall customer experience. With the growing business, especially in the country's underpenetrated geographies, the client wanted to gain more control

and visibility over its CC operations, customer touch-points, and customer experience. It chose to insource the previously outsourced CC and get the overall operations under its wings to achieve this.

Solution

A leading Customer Engagement Management (CEM) solutions provider and a pioneer in Cisco CC implementation, Servion implemented Cisco PCCE 12.0 with a simplified management interface and workflows, which provide a fast, efficient user experience for agents, supervisors, and administrators.

This most forward-looking solution with omnichannel customer interaction possibilities included:

- Comprehensive self-service IVR armed with out-of-the-box reports and dashboards for in-depth analysis, including containment rates, drop-offs, and call transfers.
- Prioritized queue treatment for elite customers
- Verint Voice and Screen Recording solution, coupled with speech processing, call tagging, etc.
- Acqueon Command Center for pro-active monitoring of their network and CC infrastructure.

Business outcomes

The client successfully went live with their brand new CC in early 2020 and achieved a remarkable FCR (First Call Resolution) of customer queries compared to what they used to do in an outsourced model. Servion's comprehensive self-service IVR call containment rate completely shifted customer behavior and transformed the contact center workforce with an all-time high IVR call containment rate.

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/>.



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