SUCCESS STORY | BANKING

# A top-tier bank in Thailand redefines omnichannel banking and customer engagement

*With Servion's Cisco UCCE implementation and long-term managed services*

## About the client

The client is a leading financial institution in Thailand, currently ranking as the country's third-largest bank by assets and second-largest by loans. Established in 1945, this Bangkok-headquartered group has evolved into a diversified financial conglomerate offering retail and corporate banking, wealth management, and investment services across nine nations. It is recognized as the first bank in Thailand to comprehensively revamp its operations, introducing faster, more convenient, and technology-driven customer services across multiple segments.

## The challenges

As customer expectations increased and service complexity grew, the bank required a robust, scalable contact center platform capable of supporting both voice and digital channels across the enterprise.

Key challenges included:

- Supporting high-volume inbound and outbound interactions across voice, email, and chat

- Managing approximately 25 distinct customer hotlines, each requiring customized IVR flows

- Integrating the contact center with legacy banking systems, enterprise APIs, databases, and reporting platforms

- Providing agents with real-time customer context through a customized desktop

- Enabling outbound collections campaigns with intelligent dialing and list management

- Ensuring secure customer identification and authentication across IVR and agent interactions

- Maintaining and upgrading the platform over time without disrupting operations

## The solution delivered

Servion partnered with the bank to design, implement, and support a Cisco UCCE–based enterprise contact center that unified voice and digital interactions while tightly integrating with the bank's backend systems. The engagement began in 2014, with Servion delivering the initial implementation and continuing to provide ongoing maintenance, upgrades, and enhancements to keep the platform current and resilient.

**Key elements of the solution included:**

- **Cisco UCCE implementation and upgrades:** Initially deployed on Cisco UCCE 9.0 and subsequently upgraded to versions 11.6, 12.0, and 12.6.2, ensuring long-term scalability and platform longevity.

- **Omnichannel enablement:** Email and chat services were initially delivered using EIM/WIM and later migrated to Cisco ECE (Enterprise Chat and Email) to modernize non-voice interactions.

- **Advanced IVR and routing:** Customized IVR services were developed for ~25 hotlines, with intelligent routing powered by ICM scripts and deep integrations with enterprise systems.

- **Customized agent experience:** A tailored Cisco Finesse Agent Desktop was implemented, enabling agents to view customer information fetched directly from backend banking systems at the time of call delivery.

- **Outbound collections and campaigns:** Cisco LCM (List and Campaign Manager) was implemented alongside Cisco Dialer to support outbound collections and campaign-driven customer outreach.

- **Ecosystem integrations:** The solution was integrated with:
    - External chatbot applications for digital interactions
    - AudioCodes SBC to support WebRTC-based calling
    - NICE systems for voice and screen recording
    - Fax composition platforms for Fax On-Demand, FaxBack, and Fax-In services

- **Reporting and data management:** Customized departmental reports were built using SSRS, supported by multiple ETL jobs for data processing, maintenance, and purging.

- **Customer feedback capture:** A post-call survey solution was implemented using Acqueon's iAssist product to capture inbound caller feedback

## Business outcomes

- **Enterprise-wide customer coverage:** The contact center supports multiple customer segments, including Retail, Corporate, Premier, Platinum, Collections, Leasing, Assets, and Securities.

- **True omnichannel access:** Customers can connect through IVR, email, chat, and mobile applications, including free calling via Wi Fi or 4G.

- **Improved agent efficiency and service quality:** Agents receive relevant customer information at the moment of interaction, enabling faster resolution and more personalized service.

- **Secure customer interactions:** Robust identification and authentication processes are enforced across IVR and agent desktops to protect sensitive customer data.

- **Long-term platform stability:** Continuous support and version upgrades ensure the contact center remains reliable, secure, and aligned with evolving business needs.