

Transforming Customer Experience for a Bank Through Zero-touch Interaction

ABOUT THE CLIENT

The client is one of the largest banking and financial services providers in central and eastern Europe with over 2700 branches spanning across 7 countries. Founded in 1819, this Financial Services Group serves over 15.7 million clients. The Group and its subsidiaries in their respective markets have also received the award of the 'Best Bank'.

The client's core customer services were affected by heavy dependency on manpower, which also left room for errors. Multiple touchpoints delayed the process of query resolution. Rising operational costs also became a concern.

WHAT WAS NEEDED

- **Strengthen Customer Self Help and foster confidence on a secure banking process** :: Customer service being a critical KPI for a bank, the client wanted to ensure extended coverage for core customer services without having too much dependency on manpower for basic requirements. This would save critical bandwidth of the bank's employees and boost confidence among customers. There is also a need to eliminate multiple touch points for faster resolution of queries and processing of requests
- **Improve operational prudence** :: With most processes getting digitized, and transactions becoming electronic, there were still some processes which were manually handled, hence, there was room for errors. Plugging these operational gaps and ensuring optimum resource utilization to reduce rising operational costs was the ask of the hour

SOLUTION

- Created an independent instrument for servicing basic customer requirements and queries, and automated some of the core banking processes to reduce operational inefficiencies
- The solution broke transactional barriers across multiple bespoke applications and information silos
- Automation of customer-based processes – request tracking, approvals for loans/mortgages etc.
- Safe and secure handling of customer data (IBAN etc.) to avoid data compromise. Added security and safety protocols to prevent cyber threat to the data ecosystem
- Stringent authorization and authentication process, using complex rules for identity validation compliance while requesting account details

RESULT

- Improved customer experience with 3x faster execution and near real-time responses to customer queries
- Reduced idle time of service requests pending in the fulfilment queue by 90%, boosting SLAs
- Reduced escalation of unprocessed requests by streamlining the process and communication workflow
- Faster service processing and greater flexibility of customized service response
- Improved traceability and auditability

ABOUT ITC INFOTECH'S AUTOMATION CAPABILITIES

ITC Infotech has extensive experience in delivering automation services and solutions modelled across client centric flexible engagement models, spanning multiple clients spread globally. Our automation experts have experience in delivering automation programs across multiple industries, using multiple automation technologies and state-of-the-art automation frameworks.