

INDUSTRY

Financial Services

SOLUTION

Technology

PRODUCTS

Omnichannel Communications, Mobile, Web Chat, IVR

CASE STUDY

Accelerating Customer Service Excellence Across Channels:

Financial Services Leader Strengthens Customer Loyalty and Increases Profitability with Multichannel Solution

A Fortune 500 financial services company was not content with simply offering the best customer experience in the industry. Instead, it wanted to widen the gap between it and its competitors by adding multichannel support across platforms, including IVR, web chat, and mobile. The client turned to us to combine these disparate modes of interaction for across-the-board excellence in service.

The project began with a review of the company's current contact center operations, followed by a data analysis to identify inefficiencies and areas for improvement. We worked with the client to create a detailed five-year roadmap, prioritizing it to best achieve the company's customer-centric goals.

Understanding that the client required a commitment to both immediate improvement as well as future growth, we devised a roadmap for a complete customer service transformation. We designed, built, and implemented an on-premise contact center, and maintained multichannel customer support. In addition, the solution enabled customer self-service with IVR, provided intelligent voice and email routing, and implemented mobile and web chat functions for customer interaction. This holistic technology solution not only enhanced customer service, but improved productivity.

Measurable reporting on multichannel applications allowed the client to gauge customer satisfaction and implement across-the-board improvements, ensuring an optimal customer experience at every turn and every channel. In addition, the multichannel applications reduced the total call volume, freeing up associates to assist customers requiring a more hands-on approach. Finally, the intensive fact-finding and goal identification process resulted in a thoughtful, long-term plan for branching out into new areas of customer service. Even with the innovations of new channels, the client maintains the personal touch and superlative service that has been its hallmark for over 90 years.

RESULTS

Extend

customer service excellence to non-voice channels

Maximized

efficiencies with enhanced monitoring

Move forward

into new technologies without losing customer-centric focus