CASE STUDY | GENESYS

A leading bank in UAE implements a new-gen Genesys callback solution to improve customer experience

To cater to dynamically changing business needs and improve customer experience

About the client

The client is one of the largest banks in the UAE by assets serving close to 1.7 million customers globally. The bank operates across 90 branches in seven markets globally and offers corporate, personal, SME, and priority banking services to its clients.

Requirements

The client wanted a flexible engagement model with different squads to deliver continuous changes in Genesys Engage IVR, Agent Workspace Chatbots, Call Steering, and custom applications, enabling the bank's IT team to streamline the continuous contact center project delivery and cater to dynamically changing business needs based on market needs.

Solution

Servion setup a core 10-member team to work on different user stories defined by the product owner for application development and integration. The solution included:

- **IVR Enhancements:** The solution introduced segmentation in the existing IVR, where premium customers are offered customized menus and priority treatments. Added personalization to announce salary

credits at the beginning and payment dues (Loans, Credit cards, etc.)

- **Migration of IVR Callback:** Servion migrated the traditional IVR callback solution to the new generation Genesys callback solution that supports callback from IVR, mobile app, and website

- **Mobile App integration:** Genesys Chat Solution was integrated with digital banking mobile application. The end customers had the option to interact with the chatbot to get their queries answered and connect to a live agent when required

- **Upgrade of legacy reporting solution:** The existing report system was replaced with enterprise-grade business intelligence (BI) reporting solution to help

make data-driven decisions and optimize business processes

Business outcome

- **Agent empowerment:** The agent workspace was customized to display eligible offers that helped the agents to upsell banking products

- Servion's agile delivery model for contact center projects enabled **faster delivery of applications & services** to consumers

- The bank was able to adapt and respond faster to the **dynamic and changing needs** of business and the market

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