

CLM Services to enhance Customer Experience in Banking

How Conneqt's end-to-end Customer Lifecycle Management Services Enabled a Large Bank Deliver Superior CX & Achieve C-Sat Scores



THE CLIENT



Our client is a leading bank with over 5000 branches and has made rapid progress since its inception in 1906 to blossom into a mighty institution with sizable international operations. The bank has overseas presence in 18 international locations with offices in Tokyo, Hong Kong, Singapore, Paris, London, and New York.

BUSINESS CHALLENGES



The bank wanted:

- To enhance Customer Experience in Digital Platform across all modes of Customer Service Channels
- An active and effective solution model

KEY BENEFITS



- A positive trend in C-SAT % consistently 3% above the industry benchmark of 85%
- New Business insights for reducing the AHT and providing better customer experience
- Reduction of AHT - 60 secs (from 320 Secs to 260 Secs) - over a period of 6 months of project go Live.

THE SOLUTION



- Conneqt offered flexible model providing Omni channel solution for Inbound, outbound, Chat, Email & Social media.
- Explicit & Advanced IVR self-services solution and end-to-end life cycle management
- Immediate support on Financial support (Prioritization of Hot listing & Stop cheque payments through IVR solution)
- 24/7 Chat support solution with human interface support

89.37% C-SAT achieved

18.75% Reduction in AHT

Inbound Quality Score %

