

Digital CX for A Large Bank with Next-Gen Solutions Powered By AI, ML, & Cognitive Computing

How Conneqt revolutionized digital CX for a large bank with Next-Generation Solutions Powered by AI, ML, Intelligent Process Automation and Cognitive Computing



THE CLIENT



Our client is one of the largest banks listed on the Forbes 2000, and has assets worth USD 13.45 billion. The bank has a network of over 9500+ branches, 13300+ ATMs serving over 120 million customers. The bank has branches at Hong Kong, UAE & Sydney, a representative office in UAE, a banking subsidiary at London (UK) and a joint venture in Malaysia.

BUSINESS CHALLENGES



The bank was keen to push the limits of its digital business by deploying an AI-enabled chatbot solution on social media platforms, CRM solution, website, its intranet & mobile banking apps in three phases:

Phase 1 – FAQ Chatbot (Live)

Phase 2 – Non-Financial transactions

Phase 3 – Financial transactions

THE SOLUTION



- Deployed responsive chatbot on bank's website
- Proposed 2-tier client server model that involves deployment of NLP & ML components
- The automation module included chat engine that understands user's intent, chatbots & dashboard with summary of chat statistics

KEY BENEFITS



- AI-enabled automation platform delivered better user experience
- Optimized human efforts for effective customer interactions with business
- Improved Efficiency through Chat solution with **24X7 availability**
- Seamless execution through Application Integrations
- Maximized **ROI** (return on investment) with **reduced TCO** (total cost of ownership)
- The FAQs are resolved with high accuracy as per the knowledge base inputs
- Seamless transfer of unresolved tickets to Human Agents for resolution SLA metrics were maintained at the required levels
- CSAT survey results were positive & encouraging

