How a Banking Firm Successfully Implemented Cloud Contact Center Solution to Improve Their Customer Service Operations

Are you operating within the fiercely competitive world of modern banking, where exceptional customer service is an absolute necessity? Witness the remarkable journey of a forward-looking banking firm that recognized the imperative for a revolutionary shift in their customer service operations. Through our cloud contact center solution, they achieved a complete transformation of their customer interactions.

Join us as we uncover how this banking firm utilized the power of the cloud to elevate their customer service operations to new heights and establish new industry benchmarks!

Our customer is a leading banking firm in the U.S. constantly evolving to meet customer expectations in the intensely competitive financial services domain They sought efficient and effective customer service across all channels to meet these expectations.

THE NEED

Our customer faced challenges in managing their customer service operations, including long wait times, frustrated customers, and an inability to adapt to fluctuating volumes in customer inquiries. To address these issues, they needed a solution that could be quickly deployed and easily scaled to meet changing customer demands.

THEIR CHALLENGES

✓ **Need for more robust security:**
Security was a paramount concern due to the sensitive nature of banking data and strict regulations surrounding data privacy. Robust measures were required to protect customer data and ensure compliance with industry standards and regulations.

✓ **Fluctuating contact volumes following seasonal offers:**
 The customer experienced varying levels of contact volumes during periods of seasonal offers or promotions. They needed a solution that allowed them to efficiently handle the increased influx of customer inquiries while maintaining service quality.

✓ **Long queue waits and low customer satisfaction scores:**
Extended queue wait times, incorrect routing, and multiple call transfers led to customer dissatisfaction. The customer aimed to reduce waiting times and enhance customer satisfaction by streamlining their customer service processes.

✓ **Low agent productivity due to complex workflows:**
Agents faced challenges navigating through multiple applications during customer interactions. They had to simplify agent workflows through a unified interface to enhance productivity.

OUR SOLUTION

⬡ We implemented Amazon Connect as their cloud contact center solution, hosted by AWS, to provide them with a scalable, secure, and compliant solution for their customer service operations.

⬡ Amazon Connect provided them with automatic call distribution, interactive voice response, real-time analytics, and integration with their existing CRM system, enabling their agents to access customer information quickly and easily.

⬡ Along with the default ACD, this solution is integrated with Sensiple's InteliSense platform to provide sentiment based routing as well as best agent routing based on the previous, current interactions and customer type etc.

⬡ This solution also includes Sensiple's ConverSense Agent console as an extension of Amazon connect to provide all the needed information about the customer to better assist them during the call. With this integration, the agents have access to data from different internal applications like CRM, Case Management, Service Management tools, KB articles, etc.

OUTCOMES

Enhanced Security:

We provided them with enhanced security features, including encryption of sensitive data at rest and in transit. We also provided the bank with compliance with industry standards such as PCI DSS, HIPAA, and SOC. They were assured that their data was protected and complied with industry standards and regulations.

High Scalability:

With our highly scalable solution, they could handle unexpected spikes in inquiries. The bank could quickly scale up or down based on demand, ensuring customers could speak quickly with an agent. We enabled them to provide efficient and effective customer service across all channels, improving the overall customer experience.

Improved Customer Experience:

The implementation of Amazon Connect allowed the bank to significantly improve its customer service operations, with a **50% reduction in wait times** and a **20% increase in customer satisfaction scores.** They could handle a higher volume of inquiries with the scalability features provided by Amazon Connect. Real-time analytics allowed them to monitor agent performance and identify areas for improvement, enabling them to optimize operations and improve the overall customer experience.

Do you want to experience the transformative power of cloud-based technologies in addressing critical issues, as seen in this successful implementation of Sensiple's Amazon Connect Solution?

Reach out to us today at **info@sensiple.com** to propel your banking institution towards a more streamlined and customer-centric future.

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