



Transforming a Leading Bank's Contact Center into a Truly Digital Entity

Gives customers AI-powered smart message and web chat self-service options

One of the oldest and largest banking institutions in the Asia-Pacific region was primarily using phone systems for customer support. The banking group was experiencing a significant increase in the number of customer calls to its contact center, leading to longer than average wait times and lowering customer satisfaction. With the higher volume of voice interactions, the bank began adding more agents, which increased payroll and training costs. In addition, the group was experiencing recruitment challenges due to a shortage of appropriately skilled people in the labor market.

Challenge

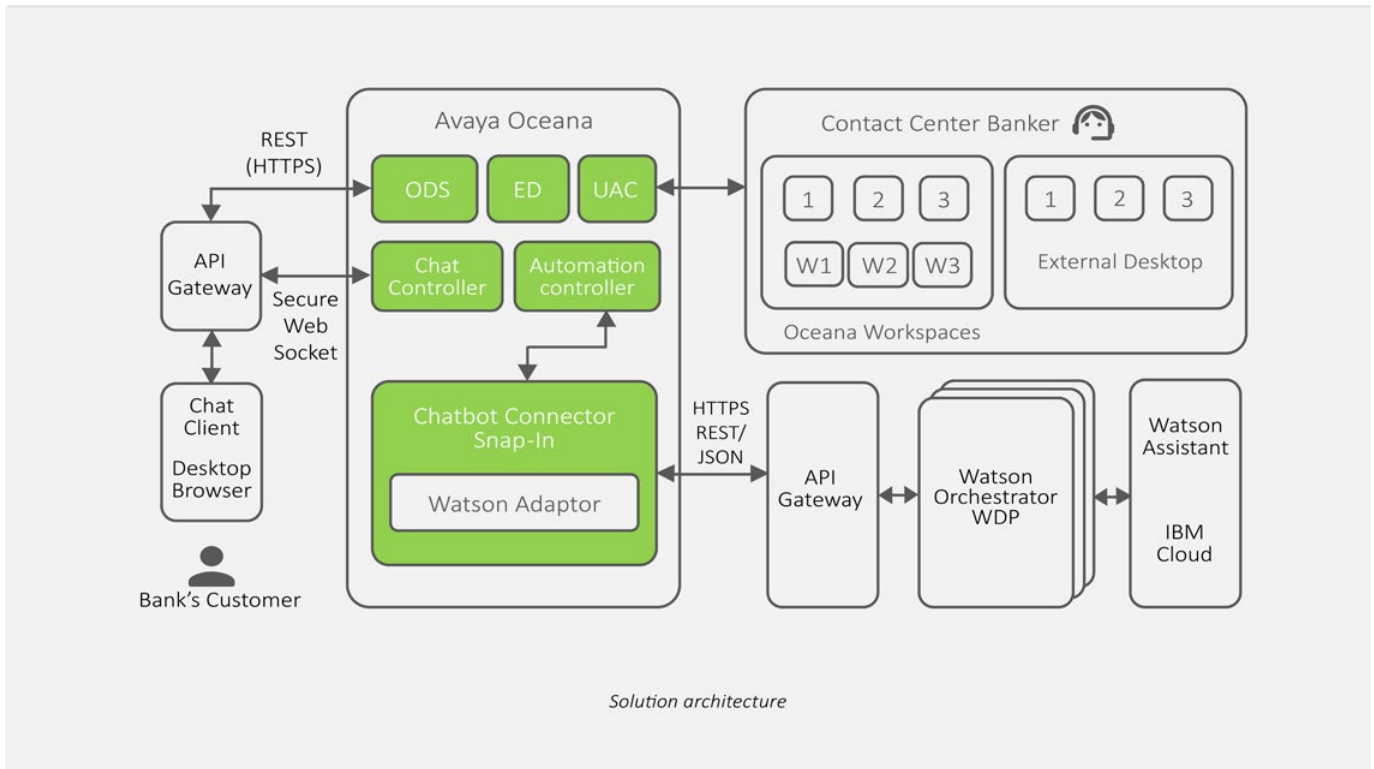
The bank wanted to address these issues by empowering its customers with real-time service using an AI powered smart messaging and chat solution. Moving a substantial number of contact center phone interactions to self-service chat and

in-app messaging services would not only help reduce the wait times customers were experiencing when in queue, but it would also reduce operational costs.

To accomplish this, the bank's front-end application W-Live needed to integrate with the IBM Watson Virtual Agent and the Avaya Oceana® omni-channel contact center solution. However, the bank only had one licensed instance of the IBM Watson Virtual Agent, which was not available for use during development.

Enhancing the Human Digital Connection

GS Lab created an IBM Watson-powered solution for Avaya's Oceana solution, giving the banking group's contact center a new web chat application with AI powered virtual agent capabilities. To overcome the shortage of Virtual Agent licenses, GS Lab created simulators for the Watson Virtual Agent and the Oceana Chatbot Connector Snap-in to perform end-to-end testing during development.



The banking group's web chat application features:

- Self-service options for basic inquiries
- 24-hour AI-powered customer service
- Real-time near-human responses
- Shorter customer wait times
- Greater agent availability

Enabling the bank to maintain a competitive edge, GS Lab delivered the overall solution within a very aggressive timeframe. The new web chat application was put into production at the bank's contact center with zero defects, despite frequent changes and updates to the IBM Watson interface during development.

Results

The new web chat application helped transform the banking group's contact center into a truly digital entity. Moving phone interactions to the self-service chat portals enabled the bank to attract more customers while significantly lowering operating costs. Although the bank's customer volume increased, its contact center call volume decreased. Customers began using the new self-service channel to resolve a range of inquiries, receiving near human equivalent responses in real time, and eliminating the need to wait in queue for basic inquiries.

Learn More

To learn more about Avaya solutions and DevConnect Technology Partner GS Lab, contact your Avaya Account Manager or authorized Avaya reseller. Or visit us online at www.devconnectmarketplace.com.



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About Great Software Laboratory

Great Software Laboratory (GS Lab) is a 1200+ strong technology company with communications as one of its core focus areas.

GS Lab has developed more than 300 products over the past 17 years for 100+ organizations across North America, Europe and Asia-Pacific. Its large team of engineers has expertise in more than 35 Avaya products and 30+ allied technologies. With years of experience in product development and implementation, GS Lab is the right partner for companies developing solutions with Avaya offerings in the mix.

GS Lab's 'Beyond code' philosophy helps ensure that it not only pushes boundaries of existing technologies, but also tries out newer problem-solving approaches to keep customers one step ahead of their competitors. For more information, visit www.gslab.com.

About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter. Learn more at www.avaya.com.