

Banking case study

Leading bank scales customer service with cloud and

bank that addresses scalability, cost and customer experience challenges.

Cognizant implemented a modern, cloud-based contact center powered by advanced Al and flexible solutions for a leading

At a glance

Industry Banking

Location

US

Challenge

based solutions to increase efficiency, profitability and customer satisfaction.

US-based bank wanted to implement a digital strategy with Al-

• AWS Lex-based conversational design

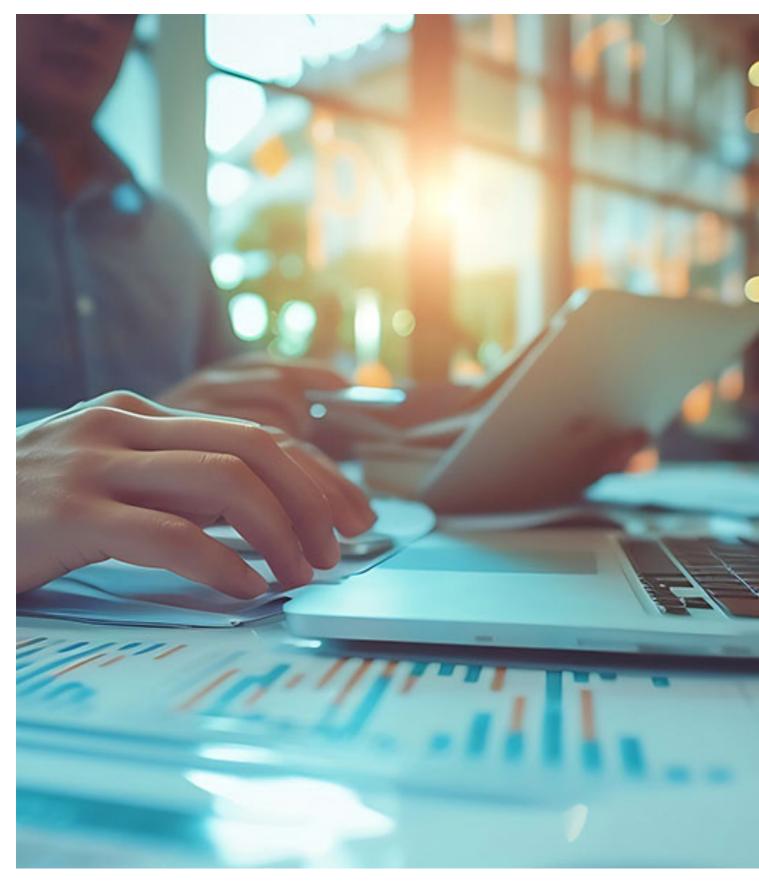
Products and services

- Jenkins-based CI/CD deployment baseline
- CCBU as a tool for to configure and manage contact
- center operations **Success Highlights**

• Saved 200 FTEs, equating to \$9 million in savings

- Boosted efficiency by increasing containment rate to 77.35% • Improved CSAT from 57.5% to 66%

The challenge



incumbered by a high cost of ownership, maintenance and change management challenges, and inflexible scaling options. The bank's contact center handled 4.7 million calls per month on average during peak seasons when call volumes doubled from the usual 190,000 calls per day. The outdated system

A leading US-based bank was using a legacy contact center

platform that hindered its ability to expand and adapt to the

current dynamic banking environment. The bank was

made it difficult to adopt new digital strategies that would support a comprehensive customer journey. Post-call analytical capabilities were also insufficient and this impacted decision-making and operational efficiency. While most of the contact center platforms utilized AI, the IVR system had limited options and could not support a natural

language-based solution, which the bank needed to enhance customer experience. The system didn't use Al-driven features, or allow any operational challenges, and this made the premises-based operations expensive and inefficient compared to emerging cloud solutions. These constraints negatively impacted profitability, customer satisfaction (CSAT) and Net Promoter Score (NPS)—all factors that would ultimately increase customer churn.

customer experience, optimize agent utilization and enable robust data analytics that could drive better business decisions. We partnered with

Our approach

AWS to implement a CCaaS-based solution and transition the bank's contact center to a cloud-based platform. Our approach included mitigating risks for critical business units moving to the platform by first transitioning smaller entities with limited impact. It also involved creating a staggered release plan that operates with agility while continuously delivering features to end users. More than 7,000 contact center agents were migrated to the platform. The agents use two different custom desktop configurations based on business needs, along with the default AWS CCP desktop application. We also implemented an Al-based voice solution to handle calls across three business lines and one helpdesk-with Amazon Connect for enhanced flexibility and scalability-to manage 10 million interactions monthly. A custom tool for contact center operations streamlined business-driven changes without the need for developers. Integration with external contact centers and back-end systems ensured seamless operations, while an agile rollout minimized risks. The implementation of solutions

Solutions implemented include: • Natural language understanding and Al strategies for better customer intent recognition • Dynamic routing logic for optimized agent utilization Clear data logging approach for detailed analytics • Integrated APIs with third-party systems for seamless operations

enabled Cognizant to transform the call handling process while driving



efficiencies and cost savings.

- Decreased platform transition risk by moving smaller entities first • An agile release plan for continuous feature deployment • AWS Lex-based conversational AI for more detailed and interactive calls
- Jenkins-based CI/CD pipeline for enhanced deployments

issues of scalability, cost and customer experience. The advanced AI solutions added flexibility that generated \$9 million in savings. The containment rate (the percentage of inbound calls completely handled by the IVR, divided by the number of total incoming calls) increased to 77.35% adding to further efficiency gains.

Business outcomes

Key improvements included: • Implementation of Pindrop for simplified authentication • Optimized IVR call flow Automated call routing

The new modern, cloud-based solution led to significant improvements in the bank's contact center operations and addressed

We identified areas for optimization and provided strategic guidance on architecture, reporting, routing and complex

integrations. The accelerated rollout of Amazon Connect shortened time to value, improved customer satisfaction and cut

• Improved natural language recognition

operational costs.

• Self-service options for common issues



77.35% increase in containment rate

57.5% to 66% CSAT improvement

23%

reduction in contact center operational costs 3.7%

QoQ reduction in transfer rate



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