

Case Study

Industry Banking

Customer Profile

A large bank in Middle East founded 40+ years ago, second largest bank by assets in the country. The bank owned many subsidiary banks in the MENAT region. The bank's vision is to use Technology as business driver and is one of the early adopters of technology.

Benefits

- Improved the Bank's Brand on the market with customers and general public can get all the information securely & conversationally in both English & Arabic.
- Opened New Channels for the Bank which redefined the customer contact points with the bank and provided customers convenience of their access to bank.
- Increased Lead Generation by over 180%
- Relieved Customers of long queues on the Calls and provide them information instantly from any of the channels.
- First time, physical robot speaks with customers conversationally and help them addressing their queries
- Number of Enquiries to Call Center dropped by over 30% within short time and expected to drop by over 60% within next 6 – 8 months.

Technology Used

- Microsoft AI Framework
- Microsoft SQL Server
- WIT.AI
- Angular JS
- Visual Studio 2019

SunSmart Group
www.sunsmartglobal.com

The Customer requested SunSmart for a “Voice Banking” Solution which can be Omni channel and helps in generation of leads, customer conversations towards information & transaction...

Customer Situation

- In line with Directions from the Central Bank and to have accelerated growth, the bank was looking for digital transformation of their business.
- One of the key elements of digital transformation was to have an AI Banking solution which will seamlessly serve the customers of their needs conversationally.
- Bank was evaluating multiple leading service providers to arrive at a solution which can support both English & Arabic which is the key factor of the digital transformation.
- The bank was looking for a solution which is conversational in nature on Arabic & English.
- Customer has set of un-structured data

SunSmart Solution

- ✓ Herbie the Matured & Advanced Voice Banking is the solution provided by SunSmart to meet the above requirements of the customer.
- ✓ Herbie supports both English & Arabic and also has good understanding with the regional dialect met the expectations of the customer.
- ✓ Further Herbie opened multiple Channels for the customer like Facebook, WhatsApp etc. for seamless conversation-based interactions.
- ✓ Herbie was deployed with Vulnerability Assessment Certification to ensure data safety and security complying with Central Bank Regulations.
- ✓ Human Chat was delivered as an integrated solution to ensure all conversations are handled to the comfort of the customer with seamless transfer of conversations between Human Agent and Herbie.
- ✓ Herbie's Integrated Physical Robot opened the Superior Channel of service to walk in customers creating WOW factor.
- ✓ Herbie's native SDK, Frameworks and scripts ensure help is seamless part of the Internet Banking, Android & iOS Mobile Banking of the customer.

SunSmart's Key Challenges

- ✚ Integrating information from multiple sources and technologies efficiently.
- ✚ Managing the unstructured data to AI form and build a conversational solution which can handle any questions thrown in real time and address them most accurately.
- ✚ Data Masking & Data Storage as per business process of the Bank and Central Bank Regulations.
- ✚ Extending the capabilities to multiple Channels like Facebook, WhatsApp and provide secured authentications without compromising the Central Bank Regulations.
- ✚ Increase the voice response time for larger conversations.
- ✚ Managing responses based on the location, channel and character of the customer.