

Customer story

HIGHLIGHTS

Smartest two way communication using Viva's AI enabled Voice bot for banking operations



CLIENT

A prominent financial and banking institution with a nationwide presence across India, operating numerous branches and employing a workforce exceeding 10,000 professionals.

REQUIREMENT

For their customer engagement operations, the organisation used various outbound voice calling methods, one of which was a typical IVR system.

- The company reaches out to its target demographic in order to sell its services and to improve its customer service operation.

CHALLENGE

Apart from their different operations, the company has invested and assigned a large number of employees to work on providing banking support to customers to provide available services at the appropriate moment.

They were attempting to reach their target audience via IVR and outbound calling.

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SOLUTION

[Conversational AI]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- VIVA provided an AI-enabled voice bot, which allows customers to interact directly with the bot system. AI captures the customer's requirements and responds by voice. It's like a two-way communication without manpower involvement.
- The final call disposition will be captured and saved in the CRM to make next-level assignments to their respective agent until the desired goals are met.

Advantages included such as;

- Less Manpower dependency.
- Two-way communication enabled with AI Bot.
- Improve productivity.
- One-click telephony integration.
- 24/7 production on calling.
- CRM integration.