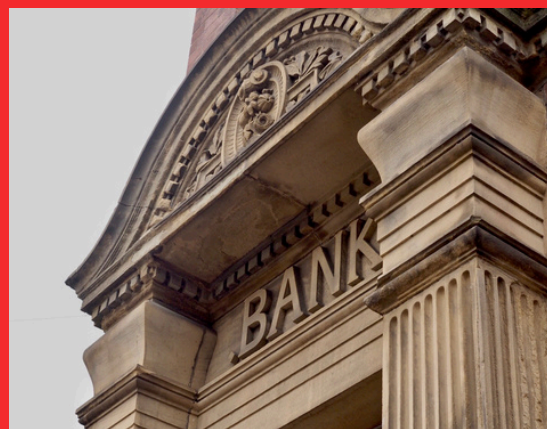# Customer story

HIGHLIGHTS

Automated fraud prevention and real time risk management for Banks using Viva's Conversational AI

CLIENT

A prominent banking institution with a significant presence and operations spanning multiple countries, offering a wide range of financial services to its diverse clientele across global markets.

REQUIREMENT

The banking institution aimed to enhance its customer service capabilities while streamlining operational processes.

- Improve overall customer service delivery to meet and exceed client expectations.
- Streamline internal operations to handle customer queries more efficiently.
- Implement systems to ensure better service consistency and accountability.

CHALLENGE

The bank was facing a high call centre workload, long wait times, and high costs associated with customer service.

Customers were frustrated with the lack of personalised service and the inability to get quick and accurate responses to their inquiries.

Limited ability to efficiently track and resolve customer queries, further impacting the overall customer experience.

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MORE INFO 📶

💡 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:

- Conversational AI: Viva provided a conversational AI solution that integrates into the bank's existing customer service channels, including phone, email, and live chat.

- The solution is trained on a large dataset of customer interactions and bank-specific data, including account information, transaction history, and compliance regulations.

This enabled the system to understand the context of customer inquiries and provide accurate and relevant responses in real-time.
The solution also bought several benefits and features:

- Automated Fraud Detection and Prevention.
- Personalised Customer Experiences and Recommendations.
- Automated Financial Advisory to Customers.
- Real-Time Risk Management.
- 24/7 Customer Support for Improved Satisfaction.