

## Optimizing Customer Service with AI Chatbots

In the fast-paced banking world, high demand for customer service can lead to long wait times and inconsistent service experiences. Such delays and variability often detract from customer satisfaction and can negatively impact customer retention rates. As digital interactions become the norm, banks face the challenge of maintaining high service standards while managing large volumes of customer inquiries efficiently



AI & Data

### Client Challenges:

The client had many challenges to upgrade to latest technology and cater the customer requirements in quick and efficient way. These included:

- ❁ Changing demographics: with advance technologies customer is looking to chat, travel, manage their businesses online, multi-task, and rely on their smartphones, meaning that AI
- ❁ Low ROI: Client usually spend more on their expenses such as operational tasks and compliance maintenance, which is the major reason for low Return on Investment.
- ❁ Human Interventions: Consumers expect the consistent, flawless and customised customers services. When money related concerns its difficult to fulfill customers expectations without the use technology and accept the manual assistance.
- ❁ Fraudulent Activities: Humans can't effectively monitor fraudulent activities and notify customers.



### Brickendon Solution:

The client engaged Brickendon to stand up a cross-function team to work with the business and IT teams to implement AI chat bots. The work included:

- ❁ Enhanced Customer Service: Immediate response to inquiries improves customer satisfaction.
- ❁ 24/7 Availability: Customers receive help anytime without needing human agent availability.
- ❁ Consistent Experience: AI ensures that every customer interaction is handled uniformly, enhancing service reliability.
- ❁ Operational Savings: The chatbots handle routine inquiries, decreasing the workload on human client service agents and decreasing operational costs.
- ❁ AI chatbots could evolve to handle more sophisticated negotiations and problem-solving tasks, further reducing the need for human intervention.
- ❁ Seamlessly integrate into omnichannel customer service strategies, providing a unified interface across all banking queries.





# CASE STUDY

## Client Benefits:

The benefits realised by the change implemented by the Brickendon team achieved all the outcomes defined at the outset and were achieved within the timeframe and budget set out in the project brief. These included:





- Service Accessibility: AI tools can provide constant and consistent consumer service.
- Cost Efficiency: Automating routine interactions can significantly reduce customer service costs.
- Customer Engagement: Real-time interactions facilitated by AI can boost customer engagement and loyalty
- Reduce Manual Power: AI chatbots are arranged to address a spectrum of consumer inquiries, offer real-time support, and efficiently settle typical issues.
- Language Barriers: Instead of forcing the customer to communicate in your home language, enterprise-grade chatbots can support multiple languages and can even make an educated guess based on the initial input.
- Manage high levels of transactions: Conversational chatbots can answer basic questions about balances, transactions, and due dates, eliminating a bottleneck for your live customer service agents



## Multi-award Winning Team



## Why choose Brickendon?

-  **Our track record:** We have demonstrated a long, proven track record since 2010 of transforming our clients through our innovative bespoke solutions.
-  **Our innovative approach:** No one client is the same, therefore our intelligent, experienced and focused consultants use their industry experience to address each challenge in an innovative way.
-  **Our Specialist Teams:** Our in-country, nearshore and offshore capabilities mean we are well placed to cater for all our clients' needs, making the best use of our consultants' 10 years-plus industry experience.
-  **Our passion:** We love what we do and thrive on improving our clients' profitability, efficiency and increasing their competitive edge. We are driven to see the tangible benefits at our clients.

To find out more about how Brickendon can transform your business, please do not hesitate to contact us.

 [info@brickendon.com](mailto:info@brickendon.com)

 [brickendon.com](http://brickendon.com)

 [/brickendon-consulting](https://www.linkedin.com/company/brickendon-consulting)

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