

Letting AI do the heavy lifting

CASE STUDY

How artificial intelligence is accelerating business support

A bank based in the Midwest partners with ICC to strengthen customer service with a universal app and automated chatbot.

SUMMARY

Managing banking relationships is a full-time job, so any system hold-up or lock-down that puts an account-manager out of commission will put dollars at risk. A Midwest bank envisioned a solution that empowered its bankers with 24/7 access to a universal tool designed to streamline account service. With ICC's user research capabilities and some complex integration, the bank had an in-house solution that cut overhead, while helping those who help its customers.

OPPORTUNITY

The bankers at your local branch are tasked with the big job, but are they adequately armed to serve your bank's valuable customers? To properly manage the health and status of hundreds of customers at the bank, the branch banker truly needs reliable 24/7 access to the various systems critical to account management.

Numerous and incongruent supporting apps were at the root of a frustrating user experience. Issues with system lock-out were limiting productivity and adding to cost. IT staff struggled to provide short-lived solutions, as the bank's customers struggled to receive necessary attention.

But the bank had a vision, and one that's highly attainable with some smart systems integration and a human understanding of the banker's ideal experience. It's attainable with ICC.

WHY IT MATTERS

42%

of service agents cannot efficiently resolve customer issues due to disconnected systems, archaic user interfaces, and multiple applications.

“Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.”

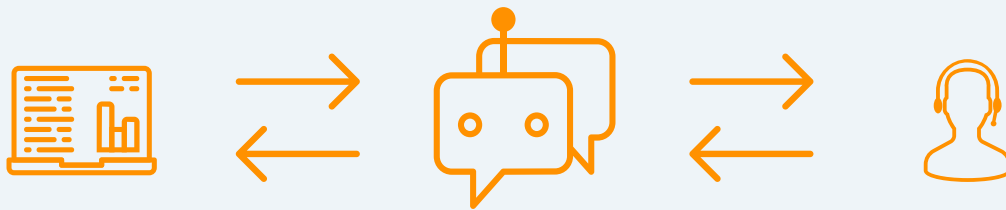
— Richard Branson

SOLUTION

The answer was an employee-centric chatbot, designed to support all bank employees with their account management. To be successful, the solution must integrate with existing applications, including the bank's helpdesk queuing process, and provide a seamless user experience.

Integration was the crux of this project, but ICC's sound user research ensures that we design the right thing, and design it right. Disparate systems, applications, and portals were causing confusion, cost, and productivity slowdowns. ICC built an online web app that connected all systems used for account management. This is where the chatbot would access its necessary data. Once implemented, the chatbot tied directly to the bankers' web app and the IT helpdesk for any prevailing issues.

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RESULTS

Our client set out to empower its bankers with a powerful customer-service tool and they succeeded. The chatbot solution gives convenient access to the systems needed for quality account management. Its 24/7 availability takes a burden off internal IT, reducing costs for manual and time-consuming responses for login, lockout, and other systems holdups.

“ ICC is at the forefront of enabling Artificial Intelligence to provide rapid and reliable business value to our clients. ”

– Mark Krantz EVP, Banking Practice, ICC