SS&C | Blue Prism®

Commercial Bank Responds Twice as Fast To Secure Customer Inquiries With Automation and Gen AI

A commercial bank based in the Middle East is recognized as a digital banking leader. Their platforms, which include both mobile and online banking apps, provide seamless, secure and user-friendly banking experiences. The bank is focused on giving innovative solutions to their customers and employees. Recently, they collaborated with Botteq to implement a creative solution for handling customer requests. SS&C Blue Prism AI agents use a combination of automation and generative AI to quickly respond to secure customer messages, which has improved the customers' experiences and enhanced call center staff's productivity.

Certified Partner

BOT TEQ
AUTOMATION AT SCALE

2x faster

secure multilingual
customer responses

1 day per week

returned to call
center employees

Data security

Automation provides
guardrails for AI
governance

Grow Business by Maximizing Digital Services

The bank aims to grow their business by targeting young, tech-savvy account holders. They believe that innovative digital services are the key to attracting this generation. As a bank with few physical branches, enhancing online services will also benefit their existing customer base.

When customers have a question or concern — such as reporting a stolen credit card or seeking specific loan information — they can send a secure message via the bank's mobile app. These messages are often detailed and lengthy and can arrive in either English, Arabic or a mixture of the two. Call center staff must analyze the message, determine the appropriate action and resolve the issue. As the volume of messages increases, staff can become overwhelmed, which leads to slower response times. If they receive a message after hours, the customer must wait until the next day for a resolution. If the message pertains to something urgent, like a stolen credit card, the delay could cause undue stress for the customer. Delays can also mean that employees have to complete additional follow-up work and resolve escalations.

Respond Quickly by Pairing Automation With Gen AI

The bank partnered with Botteq to enhance their digital capabilities using agentic automation. Recently, they combined automation with generative AI to respond quickly to secure customer messages. Before automating this process, the team had call center agents document customer interactions to identify trends and categorize the messages. This data was used to test the large language model (LLM) to ensure a satisfactory output. AI agents now retrieve emails from a central mailbox and send them to the LLM to interpret and summarize them in both English and Arabic. The AI agent then uses the summary to determine a course of action and acts on the customer's request. For example, if a customer reports a lost credit card via a secure message, the AI agent will immediately block future charges to prevent fraud. This process protects both the customer and the bank from unauthorized transactions.

> " It would be very difficult for generative AI to operate in a bank without intelligent automation. This provides the guardrails for the solution to be secure and successful."
>
> Automation Team Lead,
> Middle Eastern Commercial Bank

AI agents respond to customer requests 50% faster and with 100% accuracy. This allows call center employees to focus on more complex and impactful issues like enhancing customer relationships and driving business growth. Employees have been empowered to more efficiently manage their daily responsibilities and to foster a dynamic and growth-driven workplace. Rapid response times have significantly improved customer satisfaction and retention.

SS&C Blue Prism mitigates the risk of using generative AI in a banking setting. Instead of individual employees sending messages to the LLM, AI agents with built-in controls handle the task. These AI agents ensure customer data remains secure, enabling the bank to safely use cutting-edge, productivity-boosting technology.

> **Utilizing automation with generative AI has allowed us to respond more quickly to our customers' urgent requests while maintaining tight security around their personal data."**
>
> Automation Team Lead,
> Middle Eastern Commercial Bank

Next, the bank will work with Botteq to utilize reengineered processes that will seamlessly connect with an AI voice bot designed to help customers with additional inquiries. This effort will enable the bank to handle a greater volume and variety of customer requests.

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Start your digital transformation journey by speaking with one of our automation experts.

Email us at **bpm-contact@sscinc.com** to learn how SS&C Blue Prism can help your organization realize transformational business value with intelligent automation.

SS&C Blue Prism fuels the world's most complex businesses with agentic automation that's trusted, tested and ready to run. Backed by SS&C Technologies, a $25 billion enterprise, we fuse advanced AI-driven software with deep industry expertise to turn agentic from idea to impact. Our agents operate where it matters most: in high-stakes, high-compliance environments across banking, healthcare, insurance and asset management and 70+ other industries. With built-in governance, proven execution and a straight line to value, we help enterprises work faster, safer and smarter. As our own "customer zero", we power over $4 trillion of SS&C customer assets with the same engine we deliver to our customers.

We make agentic AI operational.

To learn more, visit **www.blueprism.com** and follow us on Twitter **@blue_prism** and **LinkedIn**.