



CUSTOMER STORIES /



Reducing agents' cognitive workloads

Having standardized its contact center operations on the Genesys Cloud™ platform, Newcastle Greater Mutual Group continues to prioritize experiences. AI-powered innovations including Agent Copilot and auto summarization reduce the need for service teams to search, memorize information or take notes — leading to reductions in average handle time and hold time (50 and 30 seconds per call, respectively).

50%**faster**agent
competency**50-****second
reduction**in average
handle time**30-****second
reduction**in hold time
and after-
call work

AT A GLANCE

Customer: Newcastle Greater Mutual Group

Industry: Financial services

Location: Australia

CHALLENGES

Complicated post-merger IT landscape, Agents used dense manuals and mechanical workflows

PRODUCT

Genesys Cloud CX

CAPABILITIES

Agent Copilot, Chat, Email, Inbound, Outbound

"Every single time we talk with a customer is an opportunity to wow them with something they didn't know or have before. And Genesys Cloud has enabled us to do just that."



John Connolly

Head of Customer Contact Center, Newcastle
Greater Mutual Group

Putting customers first

Award-winning service, a commitment to supporting communities and competitive rates make Newcastle Greater Mutual Group (NGMG) the bank of choice for more than 600,000 Australians. NGMG is one of the country's largest customer-owned institutions, built from the merged brands of Greater Bank and Newcastle Permanent.

The personalized customer experience (CX) that NGMG provides is another key differentiator and critical success factor.

"We have quite a traditional customer base and their expectations have never been higher," said Don Tribe, Head of Customer Operations at NGMG. "We want them to feel we know them and understand their banking history and needs. And to make their transactions as easy as possible."

To achieve that vision, NGMG has standardized and unified its customer service operations on Genesys Cloud, powered by AWS.

"Post-merger it made sense to consolidate technology, making it easier to adopt new solutions and features in the future," added Tribe. "The Genesys brand is globally renowned and an industry leader. So, we're able to select the right kind of products and services that suit our business and are easy to integrate into our current systems."

Unifying multiple sites, this omnichannel approach brings together branch and contact center telephony, webchat, email and mobile banking conversations on one single platform and user workspace. This, in turn, enables NGMG employees to add value and serve customers more efficiently.

"Auto summarization is a fantastic tool. It allows us to quickly pick up with customers where we left off — resolving more of their inquiries first time and making sure they leave with a great outcome."



Kristy Ingall

Manager Customer Operations, Newcastle
Greater Mutual Group

Laser-guided gen AI support

Innovating service with generative AI is an equally important strategic pillar. Operated from within the Genesys Cloud desktop, Agent Copilot, built on Amazon Bedrock, empowers NGMG teams with AI-driven guidance during and after customer interactions.

Automating manual tasks and making it easier to find answers, it increases employee productivity — and leaves customers feeling they've received highly efficient service tailored to their exact needs. In addition, Agent Copilot significantly reduces the cognitive load on agents working in increasingly difficult and time-constrained situations.

"Looking after other people's money is a job we take very seriously and there are a number of procedures agents have to comply with," said John Connolly, Head of Customer Contact Center at NGMG.

Now, with Agent Copilot, those conversations are efficiently guided by tailored scripts, fast answers, relevant knowledge articles and suggested next-best actions based on factors such as the customer's history, sentiment and preferences. There's no more searching and memorizing information or note-taking distractions, leaving more time to personalize service and delight customers.

At the end of each interaction, Agent Copilot suggests wrap-up codes and — via the auto summarization feature — creates a transcript of the conversation for agents to edit. These summaries can be forwarded to the customer to show understanding and action.

“Auto summarization is a fantastic tool,” said Kristy Ingall, Manager Customer Operations at NGMG. “It allows us to quickly pick up with customers where we left off — resolving more of their inquiries first time and making sure they leave with a great outcome.”

“We’ve seen a 45- to 50-second decrease in handle time, equating to savings of around two FTE, along with 30-second reductions in hold time and after-call work. And we’ve halved the time it takes for our newly inducted staff to be confident in the role. That’s all primarily attributable to Agent Copilot.”



Don Tribe

Head of Customer Operations, Newcastle
Greater Mutual Group

Wide-ranging benefits

Genesys Cloud Agent Copilot provides NGMG with new ways to drive further improvements in key performance indicators such as AHT, first-contact resolution, call abandonment rates, customer satisfaction, Net Promoter Score and more — all of which provides a superior customer experience.

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hold time and after-call work,” said Tribe. “And we’ve halved the time it takes for our newly inducted staff to be confident in the role. That’s all primarily attributable to Agent Copilot.”

Moreover, within a banking setting that used to rely on dense manuals and mechanical workflows, one of the most noticeable changes has been greater employee engagement.

“Contact centers are notorious for having frequent attrition,” said Ingall. “So, maintaining that employee experience is vitally important to us. Through Agent Copilot, and the implementation of AI more broadly, we’ve been able to reduce that complexity for our people.”

Building on this success, NGMG is evaluating further Genesys Cloud AI capabilities, including automated quality assurance, sentiment analysis and knowledge management with the introduction of Genesys Cloud Agent Copilot.

“Every single time we talk with a customer is an opportunity to wow them with something they didn’t know or have before,” concluded Connolly. “And Genesys Cloud has enabled us to do just that.”

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