



CUSTOMER STORIES /



A blend of technology and human touch enabled Siam Commercial Bank to cut repeat calls by 50%

Siam Commercial Bank (SCB) blends advanced technology with a human touch to deliver an outstanding customer experience. Implementing the Genesys Cloud™ platform has enabled SCB not only to meet customer needs while keeping pace with change, but also to cut repeat calls by 50%, reduce average wait time by 25% and decrease average handle time by 3%.

50% drop

in repeat calls

**25%
reduction**in average
wait time**3%
decrease**in average
handle time

AT A GLANCE

Customer: Siam Commercial Bank

Industry: Financial services

Location: Thailand

CHALLENGES

Needed a modern solution to efficiently manage customer interactions across channels

PRODUCT

Genesys Cloud CX

CAPABILITIES

AI, Inbound, Outbound, Reporting & Analytics, Self-service, Voice

PARTNER

NTT Data

A legacy of innovation meets the future of

customer service

For more than 120 years, Siam Commercial Bank (SCB) has been a pillar of Thailand's financial sector. Over that time, SCB — Thailand's first commercial bank — has consistently evolved to meet its customers' changing needs. Today, the bank continues to innovate, harnessing advanced technology to enhance its customer experience (CX) and better support its frontline service operations.

With a monthly call volume of 450,000 and a workforce of 1,000 contact center agents operating across 15 contact center locations, SCB needed a modern solution to manage customer interactions from across channels more efficiently. That's where the Genesys Cloud platform came in.

Before adopting Genesys Cloud, SCB relied on legacy, on-premises solutions that were costly and inflexible. That infrastructure made it difficult to implement changes quickly, impacting the bank's ability to optimize CX. SCB's contact centers, operating 24/7, required a system that could support seamless, real-time updates without disruption.

Recognizing the limitations of on-premises solutions, SCB made the strategic decision to migrate to a cloud-based CX platform. "Our previous platform had high maintenance costs and lacked the agility we needed to keep up with changing customer demands," said Surawat Shinawatra, Head of Customer Service at SCB. "With frequent updates and operational adjustments required, we needed a more cost-effective and flexible solution."

"Genesys Cloud aligns with our long-term roadmap, enabling us to leverage AI, predictive analytics and intelligent routing to optimize customer interactions. And with cloud-based maintenance handled by Genesys, we no longer need to worry about expensive on-premises upkeep."



Surawat Shinawatra

Head of Customer Service, SCB

A strategic move to the cloud

SCB selected Genesys Cloud for a variety of reasons — everything from its scalability, flexibility and reliability to its cost efficiency, robust functionality and advanced AI capabilities. A key factor in its decision was the solution's seamless integration with the bank's existing CRM systems and AI-driven capabilities.

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SCB migrated to Genesys Cloud seamlessly in just six months — significantly faster than anticipated. The bank phased in the transition, starting with 200 agents, to ensure minimal disruption. Agents and the IT team alike were "extremely satisfied with the process," added Shinawatra.

Beyond operational ease, the new platform quickly delivered measurable improvements. The bank has reduced repeat calls by 50%, cut average wait time by 25% and decreased average handle

time by 3%. “These efficiencies allow our agents to focus more on delivering personalized and proactive customer support,” said Shinawatra. And SCB is now the first contact center in Thailand to be ISO certified.

“With AI-powered automation, we expect to reduce agent-handled calls by 50% within the next three years. Our goal is to create an ecosystem where digital banking is seamless, yet still human-centric.”



Surawat Shinawatra

Head of Customer Service, SCB

The future of AI in banking CX

Predictive routing and real-time analytics enable SCB to anticipate customer needs and resolve issues proactively. Understanding why a customer calls allows agents to offer immediate solutions, minimizing frustration and enhancing satisfaction. These experience orchestration capabilities ensure that each interaction is optimized for efficiency and effectiveness.

SCB expects the AI-powered capabilities of Genesys Cloud — including predictive routing and social listening tools — to be transformative for its contact centers. “We are leveraging social engagement and AI to refine customer journeys and enhance personalized interactions,” said Shinawatra. “With AI-powered automation, we expect to reduce agent-handled calls by 50% within the next three years. Our goal is to create an ecosystem where digital banking is seamless, yet still human-centric.”

With Genesys as a trusted partner, SCB is well-positioned to continue its legacy of innovation while ensuring that customer experience remains at the forefront of its ongoing business transformation.

"We are highly optimistic about the future," Shinawatra concluded. "With AI and cloud technology, we are not just keeping pace with customer expectations; we are setting new standards for banking excellence."

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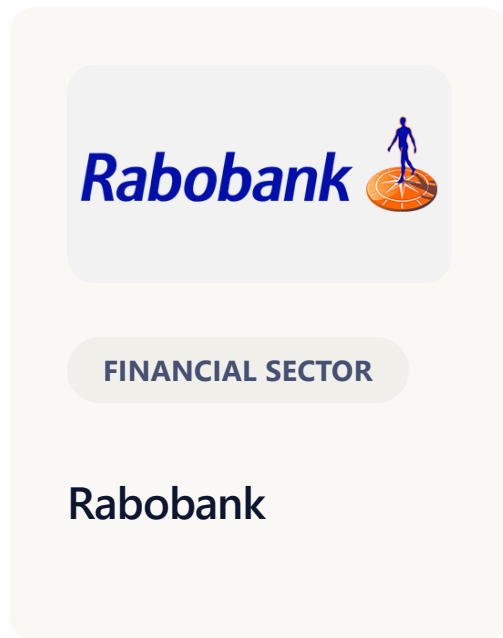
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