

Supervity Partners with Banorte to Enhance Customer Experience with Gen AI Agent

ABOUT

Banorte is a leading Mexican bank with a strong presence in the financial services sector. The bank serves millions of customers across the country, offering a wide range of banking products and services.

Processes Automated



Customer
Query
Handling



License Card
Information
Extraction

Business Benefits

40%

Faster
response time

3X

Increase in
productivity

100%

Accuracy &
zero data
entry errors

70%

Reduction in
operational
costs

CHALLENGE

1. Customer Query Handling:

- **Complex and Diverse Product Range:** Banorte's customers often had inquiries related to a wide range of products, including pets, gadgets, and automobiles. The existing support system struggled to provide quick and accurate responses, leading to delays and customer dissatisfaction.
- **High Volume of Queries:** The bank faced a significant volume of customer queries that required timely responses. The manual handling of these queries was not only time-consuming but also prone to errors, impacting overall customer experience.

2. License Card Information Extraction:

- **Manual Processing:** The process of extracting information from license cards was entirely manual, involving significant time and effort. This method was not only inefficient but also led to frequent errors, which compromised data accuracy and delayed related processes.
- **Operational Inefficiencies:** The time-consuming nature of manual data extraction from license cards slowed down operations and contributed to a less efficient workflow. This inefficiency had a ripple effect on other processes dependent on timely and accurate data.

SOLUTION

Supervity's AI Agent capabilities were enhanced with:

1. Gen AI Chatbot:

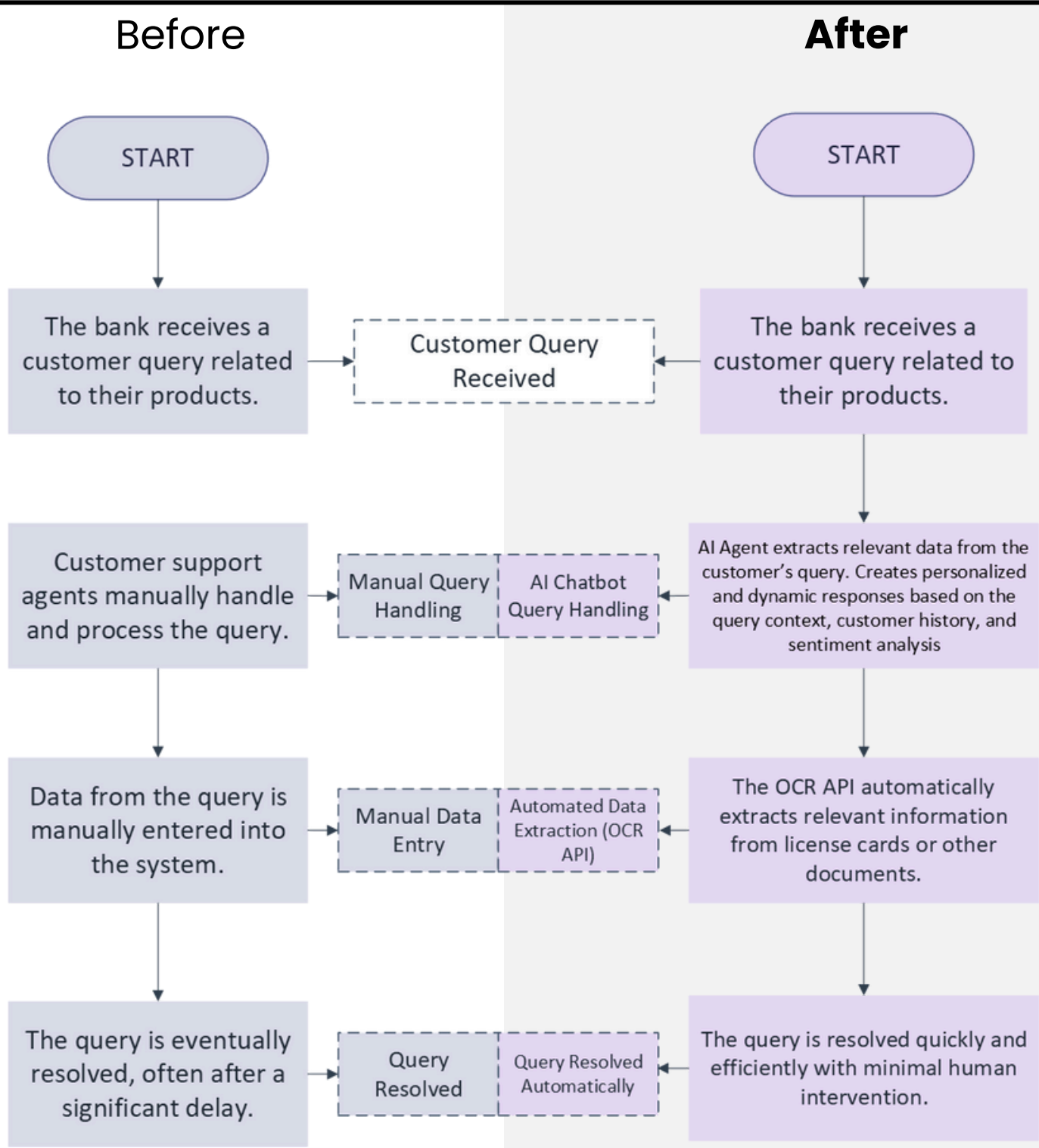
- **AI-Powered Query Resolution:** Supervity developed a sophisticated Gen AI Chatbot that leveraged advanced Natural Language Processing (NLP) and machine learning to understand and respond to customer queries related to pets, gadgets, and automobiles. The chatbot was integrated with Banorte's existing support systems to ensure seamless operations and quick query resolution.
- **Automation of Routine Queries:** The chatbot was designed to handle a large volume of routine customer queries automatically, reducing the burden on human agents. This allowed the support team to focus on more complex issues, enhancing overall service quality and customer satisfaction.

2. OCR API for License Card Information Extraction:

- **Automated Data Extraction:** Supervity implemented an OCR (Optical Character Recognition) API that automated the extraction of information from license cards. The API was capable of accurately reading and processing data from license cards, significantly reducing the need for manual data entry.
- **Seamless Integration:** The OCR API was seamlessly integrated with Banorte's backend systems, ensuring that the extracted data was immediately available for use in related processes. This integration not only improved data accuracy but also streamlined operations, leading to faster processing times and enhanced operational efficiency.

FROM MANUAL TO AUTOMATED EFFICIENCY

Automating the extraction of information from documents that are related to the customer's query, such as license cards or other relevant identification documents.



JOURNEY

The journey began with a strong collaboration between Banorte's IT and customer support teams and Supervity's AI experts. This partnership was essential in understanding Banorte's unique challenges and designing tailored solutions. The process started with a comprehensive assessment of Banorte's existing systems and workflows to pinpoint areas where AI and automation could drive the most significant improvements. Detailed planning sessions were conducted to ensure seamless integration of the new solutions into Banorte's operations, setting a solid foundation for the project's success.

During the development phase, the AI Agent was built using advanced Natural Language Processing (NLP) and machine learning models, with real customer queries used to train and enhance its accuracy. The deployment was rolled out in phases, beginning with a pilot to gather valuable feedback and make refinements before a full launch. Simultaneously, the OCR API for license card information extraction underwent rigorous testing to ensure its reliability and accuracy. Post-deployment, continuous monitoring and fine-tuning of both the chatbot and the OCR API were conducted based on real-world usage, leading to ongoing improvements and measurable success in key performance metrics.

WAY AHEAD

Banorte plans to expand the AI Agent capabilities that have already proven successful by extending the Gen AI Chatbot's functionality to handle more complex queries and integrating it across additional digital channels. The bank also envisions broader applications of OCR technology to streamline other document processing tasks.



BUSINESS IMPACT & OUTCOME



60%

Reduction in the average time taken to resolve customer queries.



3X

Increase in productivity



45%

Increase in queries resolved during the first interaction.



50%

Reduction in the time required to extract information from license cards.



65%

Improvement in customer satisfaction



100%

Accuracy & zero data entry errors



30%

Reduction in the number of support tickets requiring human intervention, thanks to the chatbot's efficiency.



**WE DID THIS FOR THEM.
WE CAN DO IT FOR YOU**



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