

Emprise Bank transforms customer experience with AI and unified service.



USE CASE

Service & Support

INTEGRATIONS

Financial Services
Experience Cloud

INDUSTRY

Financial Services
& Insurance

www.emprisebank.com

KEY METRICS



13-point increase in customer satisfaction scores.

40%

survey response rate through SMS.



Replaced 9+ disconnected systems with a unified, AI-powered platform.

Modernizing service for a digital-first world.

For over 60 years, Emprise Bank has built its reputation on forward-thinking innovation and personal service. This family-owned Kansas institution consistently invests in technology to help customers reach their goals—and as expectations shifted toward seamless digital interactions, Emprise knew it needed a platform that could unify communication across channels without losing its community roots.

By implementing Talkdesk Financial Services Experience Cloud™, Emprise transformed how it connects with customers across phone, chat, SMS, and digital platforms—delivering fast, intelligent support that reaches far beyond the traditional contact center.

Untangling a patchwork of disconnected tools.

When Rob McGregor joined Emprise nearly four years ago as VP of Customer Experience and Channel Delivery, he stepped into a complex environment. “We were using about 10 different programs to serve customers,” McGregor recalls. “None of them talked to each other. Our team members were passionate and capable—but constantly switching systems created inefficiencies and made it harder to deliver a great experience.”

The lack of integration wasn’t just a hassle—it was a barrier to both customer satisfaction and team member effectiveness.

Chat, SMS, phone, and other touchpoints were all managed separately, with no unified system for routing or resolution. Team members sometimes received multiple requests at once from different systems, which led to missed handoffs and inconsistent experiences. On top of that, the existing setup lacked essential capabilities. “We really wanted AI capabilities, dynamic routing, and the ability to build customized experiences through IVR and chatbots,” McGregor says. “Our previous systems just couldn’t support that.”

Unifying channels through a single platform.

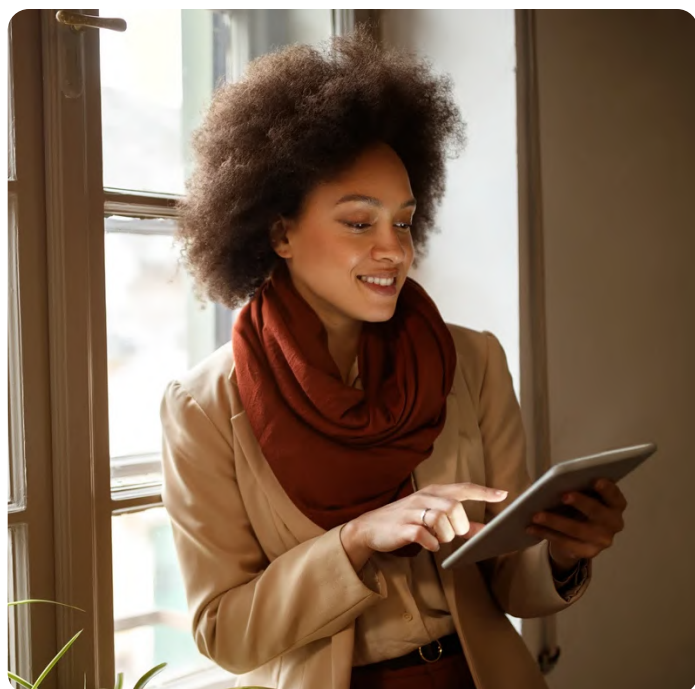
Talkdesk Financial Services Experience Cloud gave Emprise a way to bring everything together. “Talkdesk helped us bring all of those systems into a single pane of glass with all customer touchpoints in one space,” McGregor says.



“Now we’re able to better coordinate how support requests are delivered to our team, preventing overload and allowing them to focus—ultimately leading to better service for our customers.”

ROB MCGREGOR, VICE PRESIDENT OF CUSTOMER EXPERIENCE AND CHANNEL DELIVERY

The implementation began with a major quality-of-life improvement for customers—an AI-powered after-hours attendant built with [Talkdesk Autopilot™](#) automated and optimized with [CXA](#), and enabled through [Omnichannel Engagement](#). The system handles common service requests automatically. “For example, if you’re locked out of online banking, we recognize that and offer to send you a text with a demo from our digital academy that walks you through the solution step by step,” McGregor explains. “No wait, no confusion.”



From rigid menus to natural conversations.

Emprise has replaced traditional phone trees with a conversational system powered by [Talkdesk Studio™](#), which allows customers to describe what they need in their own words. “Gone are the days where you must press one for account questions or two for debit card issues,” McGregor says. “Imagine a world where you just call in and tell us what you need, like you’re talking to a person. We immediately understand what that is and go into problem-solving mode.”

This not only improves customer satisfaction, but it also cuts down on wait times. Average hold times are just 2.5 minutes during normal periods, and many issues are resolved without team member support. Behind the scenes, [Talkdesk Interaction Analytics™](#) monitors customer conversations for trends. “If online banking goes down, we know in the contact center before the system alerts us,” McGregor says. “Talkdesk lets us see when people start mentioning it more, which gives us an early warning.”

Rolling out innovation beyond the contact center.

With early success in the contact center, Emprise expanded Talkdesk to its entire retail branch network—something few banks attempt. “We’ve had such success in the contact center that we deployed it across our entire retail branch footprint,” McGregor says.

This helps the bank manage overflow during peak times. “When hold times exceed certain thresholds, we can take calls out of the contact center and route them to branch associates, giving us additional capacity while allowing branches to have SMS capability,” he says. The expanded deployment also supports consistent quality management through [Talkdesk Quality Management™](#), which provides call recording, playback, and evaluation tools.

Helping team members deliver with empathy and confidence.

For Emprise, great service starts with empowered team members. Talkdesk Copilot™ provides real-time coaching and knowledge suggestions, helping team members stay confident—even in high-pressure situations. “We focus heavily on empathy as a differentiator,” McGregor says. “If someone has a natural talent for empathy, that’s wonderful. But if it’s not their strongest suit, Talkdesk can detect when customer concerns escalate and serve up different resources or phrases to help the team member make a more genuine connection.”

The knowledge system, powered by Talkdesk Knowledge Management™, gives team members instant access to trusted answers. “Before Talkdesk, team members would say, ‘Let me place you on hold while I research that for you,’” McGregor says.



“Now we self-serve resources to team members at their fingertips, which means more time building relationships with customers.”

ROB MCGREGOR, VICE PRESIDENT OF CUSTOMER EXPERIENCE AND CHANNEL DELIVERY

The impact shows up in the way team members approach conversations. “It helps them feel more confident, which changes how they communicate,” McGregor says. “That confidence also helps with first call resolution because customers won’t call back thinking they got someone who wasn’t sure of their answer.”

Turning customer sentiment into coaching insights.

Emprise also relies on interaction analytics and sentiment analysis to identify coaching opportunities and recognize top performers. “We can see when a call starts with negative sentiment and track the transition to positive resolution,” McGregor says. “This enables us to find our skilled team members who excel at turning situations around, so we can leverage their talents across the contact center through focus groups and coaching sessions.”

The team can also spot where more support is needed and target coaching accordingly.

Voice authentication through Talkdesk Identity™ adds another layer of simplicity and trust. “It’s seamless. Customers say their passphrase when they call, and before the call connects to a team member, we whisper that they’re authenticated,” McGregor says. “This eliminates lengthy verification questions and gets straight to helping the customer.”



Driving measurable impact for customers and staff.

Customer satisfaction scores have climbed from the mid-80s to consistently above 95%. Emprise uses Talkdesk Feedback to gather customer insights via SMS instead of legacy IVR surveys. “The SMS surveys allow customers to respond on their own time versus being locked into an IVR survey immediately after their call,” McGregor explains. “This leads to more complete responses and higher participation rates.”

The platform has also helped optimize staffing without reducing headcount. “We’ll be able to redeploy staff to more complex tasks without hiring additional people,” says McGregor.



“This isn’t about eliminating jobs. It’s about optimizing our workforce to focus on areas that bring the most value for our team, our customers, and the communities we serve.”

ROB MCGREGOR, VICE PRESIDENT OF CUSTOMER EXPERIENCE AND CHANNEL DELIVERY

Setting a new standard for community banking.

Looking forward, Emprise plans to integrate customized hold experiences and smarter fraud detection into its customer experience solution. The bank is also empowering team members to suggest improvements through a Microsoft Teams channel dedicated to platform evolution. “Dale Carnegie was quoted as saying, ‘People support what they help create,’ and we want our team to have a voice in shaping what’s next,” McGregor says. With Talkdesk, Emprise has created a service experience that’s both modern and personal.

The bank is showing that even a regional institution can lead on tech without losing its human touch.

“As Maya Angelou said, ‘People won’t always remember what you said or did, but they’ll remember how you made them feel,’” McGregor says. “Customers may not be able to put their finger on exactly what made their experience different, but they’ll walk away knowing it was—and that’s what brings them back.”



Talkdesk® is leading a new era in customer experience with Customer Experience Automation (CXA)—a new category and platform designed to automate the full complexity of modern customer journeys. CXA replaces fragmented, manual workflows with multi-agent orchestration that drives speed, precision, and efficiency. Powered by the Talkdesk Data Cloud, AI agents act with real-time context to resolve issues and improve over time. Talkdesk helps organizations lower costs, improve outcomes, and modernize service—without a full rip-and-replace. Learn more at www.talkdesk.com.

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