

# Enhancing *Customer Experience* and *Saves RM5M Monthly* with Tetherfi's Intelligent IVR Solution

## CHALLENGES

Maybank Malaysia faced a combination of high service costs, subpar IVR performance, and growing customer dissatisfaction. The legacy IVR system saw low adoption and failed to support efficient customer service. Callers experienced frustration with repeated transfers and poor task resolution, which in turn impacted agent morale and increased reliance on live assistance. With low Task Completion Rate (TCR) and First Attempt Completion Rate (FACR), it became evident that the bank needed a smarter, scalable IVR to reduce operational overhead, improve self-service adoption, and enhance customer satisfaction.

## SOLUTIONS

Tetherfi led a consulting-driven engagement to evaluate and transform the bank's IVR system. The team conducted a comprehensive assessment of Maybank's telephony, call center infrastructure, and historical performance data to uncover inefficiencies and identify transactions suitable for automation. Based on this, Tetherfi implemented intelligent self-service applications powered by VoiceXML and speech recognition in English and Mandarin.

The deployment included complete redesign and rollout of new IVR call flows and transactions, integrated seamlessly with Avaya Aura Contact Center, Experience Portal, and Voice Recording. The solution also provided reporting via Interlink's Content Management Module (CMM) and supported analytics-driven improvement of IVR performance. Future scalability was enabled through the same platform for additional channels like two-way SMS, email, mobile app support, and multimedia.

## BENEFITS

✓ Achieved an average Call Closure Rate (CCR) of 57% over 12 months

✓ Task Completion Rate (TCR) improved to 90%, with First Attempt Completion Rate (FACR) reaching 59%

✓ Monthly cost savings of RM5 million through efficient IVR containment (based on RM11 per call and 455K calls handled in IVR)

✓ Customer Satisfaction Index (CSI) jumped from 8.85 to 20, indicating strong user approval of the new IVR

✓ Enhanced customer retention, acquisition, and service experience while reducing operational costs

✓ Scalable foundation for future digital channels including visual IVR, mobile, email, and chatbot integrations



### Company

Maybank is the largest financial services group in Malaysia and ranked among the world's top 20 strongest banks. With a strong focus on innovation, customer experience, and operational excellence, Maybank continues to lead digital transformation across the ASEAN region.

### Location

Operating in Malaysia

### Tetherfi Solution Deployed

New IVR Platform with Intelligent Self-Service, Speech Recognition, and Advanced Analytics

