

Transforming *Contact Center Performance* with Tetherfi's Optimization Strategy

CHALLENGES

Maybank Singapore was facing significant inefficiencies across its contact center operations. Service Level Agreements (SLAs) were critically low, with only 6.5% achieved for specialized skills and 45% for super skills. Only 13% of incoming calls were answered, while customers experienced average wait times of 12 minutes. High call abandonment rates, calls queuing despite agent availability, and underutilization of network and infrastructure further strained the system. The contact center needed a complete revamp to match industry benchmarks and deliver the level of service customers expected.

SOLUTIONS

Tetherfi initiated a comprehensive, consulting-led engagement to assess the existing contact center environment. This included a deep review of platforms such as PBX, CMS, AES, Witness Logger, and IP interfaces to identify architectural bottlenecks and readiness for Avaya Voice Portal (AVP) and Avaya Interaction Center (AIC), with high availability support for IVR.

Tetherfi conducted a thorough call workflow and usability analysis, identifying agent-supported transactions suitable for migration to self-service. Agent skill gap assessments and historical performance reviews informed a redesign of call flows. The new solution featured a revised technical architecture, deployment of intelligent self-service applications, and implementation of IVR with VoiceXML and speech recognition in English and Mandarin. These upgrades were tightly integrated with Maybank's AVP and AIC platforms, ensuring end-to-end improvement in performance and efficiency.

BENEFITS

 Call answer rate improved from 13% to 99.4%

 De-queued and flow-out calls reduced to zero

 SLA performance increased from 6.5% to 93%

 ACD time decreased from 45–61% to 25–28%

 Over 90% reduction in call abandonment rates

 Established a scalable, high-availability IVR system that matches industry KPIs



Company

Maybank Singapore is a part of Maybank Group, ranked among the world's top 20 strongest banks. A leading financial services provider in the region, Maybank has been recognized for its focus on customer experience and operational excellence in retail and consumer banking.

Location

Singapore

Tetherfi Solution Deployed

Contact Center Optimization and Intelligent IVR with Speech Recognition

