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Elevate *IVR Performance* and *Customer Experience* with Tetherfi's Self-Service Optimization

CHALLENGES

OCBC's Business Banking Commercial Service Centre (BBCSC) faced multiple challenges with its legacy IVR system. The overall usage of the IVR was low, and a high number of calls were either aborted or bypassed, leading to a low call completion rate (TCR). Additionally, the heavy reliance on live agents resulted in long queues, call drops, and higher operational costs. The bank also observed rising customer frustration and poor service quality, which negatively impacted agent morale and overall contact center KPIs. OCBC needed to modernize its IVR infrastructure to reduce dependency on agents, improve customer satisfaction, and enhance the efficiency of service delivery.

SOLUTIONS

Tetherfi led a consultative engagement to identify root causes and improve self-service adoption. This included a deep analysis of call workflows, agent transactions, authentication processes, language preferences, and historical performance metrics. Based on these insights, Tetherfi implemented a next-generation IVR system powered by intelligent self-service apps, built on VoiceXML and integrated with speech recognition in both English and Mandarin. New call flows and transactions were introduced to support end-to-end self-service journeys.

The solution also included a dynamic Content Management Module (CMM) for real-time configuration, speech analytics tools for continuous improvement, and system integration with Avaya's Aura Contact Center, Experience Portal, voice recording, and Siebel CRM. Tetherfi's approach not only streamlined agent workflows but also empowered the business to proactively monitor, adapt, and optimize performance through analytics.

OCBC Bank

Company
OCBC, one of the world's top 10 strongest banks with over $100 billion in assets, is a leading financial institution in Asia, known for delivering innovative and customer-centric banking experiences. The bank continues to drive digital transformation through operational excellence and intelligent automation.

Location
Headquartered in Singapore

Tetherfi Solution Deployed
IVR Optimization and Intelligent Self-Service Deployment

BENEFITS

- ✓ Achieved a 72% Call Completion Rate (CCR) on the newly implemented IVR, significantly improving self-service adoption.

- ✓ Enabled over 57% of transferred calls to include Account and IC verification, laying the foundation for future OTP-based transactions.

- ✓ Reduced agent workload by shifting routine transactions to self-service, allowing agents to focus on complex queries and outbound activities.

- ✓ Improved key contact center performance metrics, including SLA, ACD, abandonment rates, and de-queue efficiency.

- ✓ Enhanced customer experience with smoother, more intuitive IVR flows and positive user feedback.

- ✓ Supported scalable automation across multiple channels such as voice, SMS, chat, email, and social media, in line with OCBC's long-term CX goals.

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