

Case Study

Next Gen Customer Service Enablement

Financial Services

Client Context

A leading Financial Institution wanted to reimagine and redefine customer journeys using Conversational AI to drive customer acquisition and servicing.

Value Delivered

40%

Increase in their share of wallet with improvement in business metrics like customer acquisition costs and conversation ratios, and subsequent customer satisfaction scores

33%

Decrease in acquisition costs by being able to meet customers on channels they spent most time on: Mobile & voice

Process Areas

Customer Service

Business Challenges

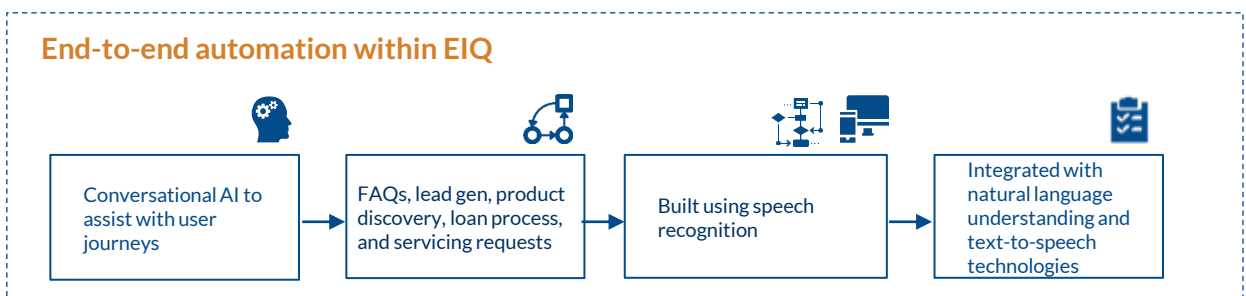
- The client is a market leader in the loan segment with a portfolio of personal loans, consumer durables loan, business loans, home loans and loan against property
- As part of their digital transformational program, they needed help with reimagining the customer journeys for loan application, servicing and closure for an increasing number of mobile-first customers.

Solution

EvoluteIQ designed and developed a conversational AI solution to assist the various journeys

- General and Product specific FAQs
- Product Discovery and Lead Generation
- Loan Application, Loan Eligibility and Loan Approval processes
- Servicing requests: Password Resets, Account Balance, Loan Repayment, Interest Certificates, Fees & Charges, Credit Score etc.
- The solution was built using speech recognition, natural language understanding and text-to-speech technologies.

End-to-end automation within EIQ



EQ Platform Overview

Low-Code, No-code Hyperautomation Enablement Platform



Process Flows

Automate enterprise workflows and create seamless customer and user journeys quickly.



Event Flows

Process and analyse events in real time to predict real-time threats and identify opportunities.



Decision Automation

Simplify complex decision logic to make accurate decisions in changing business environments.



Analytics and Reporting

Derive actionable insights for your business with robust analytics and present data in rich reports.



Mobile Apps

Create enterprise mobile applications that can work online or offline.



Data Flows

Handle structured and unstructured data with an easy drag-and-drop functionality.



Cognitive Capabilities

Embed intelligence in the handling of process and data attributes using dynamic ML models.



Enterprise Connectors

Integrate with business-critical systems quickly using pre-built and custom connectors.



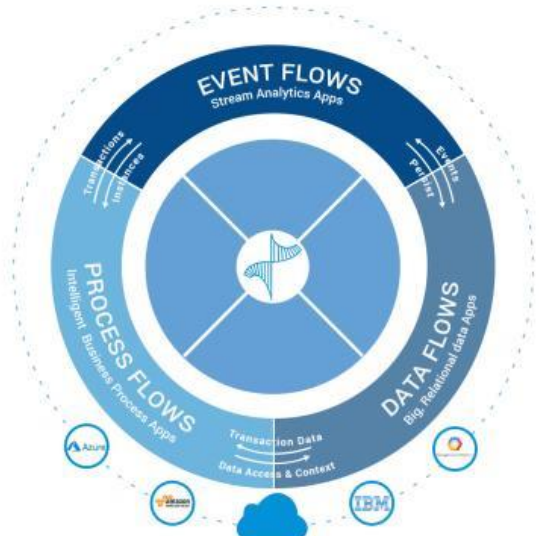
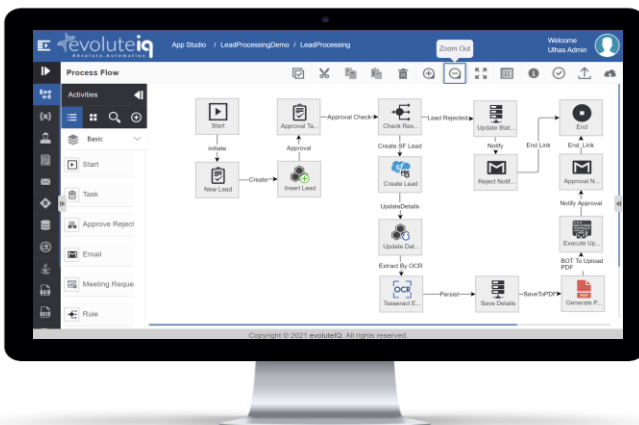
RPA

Leverage the power of non-intrusive, unified RPA.



Web Apps

Create visually appealing and dynamic web applications using new or pre-built templates.





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