

# 20% CX Enhancement: Redesigning Customer Engagement with AI-Powered Multilingual Chatbots

## Overview

A prominent leader in the financial services industry, the client operates an expansive network of branches, ATMs, and international offices, offering end-to-end banking solutions. Known for its innovation in digital banking and technological advancements with 22,000+ Business Correspondents, the client wanted to meet dynamic customer expectations and elevate its service standards.



## Objective

Remodel customer engagement by introducing a scalable, multilingual support mechanism ensuring 24/7 availability and enhanced customer satisfaction

## Business Challenges

As customer expectations evolve, the client identified the necessity to continually improve their service delivery for timely responses, and consistent support. Their primary challenges were:

- **Inefficient Customer Experiences:** Disjointed experiences across multiple service channels
- **Limited Scalability:** Inability to manage high interaction volumes and multilingual requirements
- **Resource Inefficiency:** Heavy reliance on human resources for repetitive, standard, and FAQ-based inquiries.

## The Solution

Recognizing our client's need for scalable, efficient, and language-diverse solutions, we implemented an AI-powered, multi-lingual chatbot with NLP (Natural Language Processing) to automate responses to common queries 24/7, freeing up human resources for more complex issues. This approach involved the integration of a human-in-the-loop refinement process to streamline customer service operations and increase customer satisfaction.

## Value Delivered

Our implementation of the chatbot introduced a new digital support channel for the client, transforming their customer service operations. Our approach provided immediate assistance to customers and optimized headcount allocation for handling standard and FAQ-based queries.

70%

Adoption of the human-less interaction platform by customers

20%

Improvement in overall customer experience metrics



Zero wait times for chatbot-based support, ensuring immediate assistance

## Business Benefits



24/7  
Availability



Operational  
Scalability



Resource  
Optimization



Multilingual  
Capability