

WhatsApp as a new support channel to bolster contact centre



Success story

Instant messaging boosts customer satisfaction and contact centre productivity



BOTS



ARTIFICIAL INTELLIGENCE



NATURAL LANGUAGE PROCESSING



THE CHALLENGE

Reduce contact query volumes by offering WhatsApp as new customer support channel

- Direct non-transactional customer calls about mortgages and personal loans initially to a chatbot to improve response time and reduce costs
- Optimise customer experience by leveraging the familiarity of WhatsApp to offer a new support channel
- Analyse customer communication using natural language processing

THE ENGAGEMENT

End-to-end project covering use case identification/prioritisation, proof of value, strategic conversational architecture, design, implementation, integration and deployment

- As a result of an ongoing collaboration at Bankia's AI lab, GFT proposed WhatsApp as potential customer channel
- The aim was to automate regular customer service enquiries about mortgages and personal loans, with optional human backup when needed
- GFT worked with the bank to implement a WhatsApp Enterprise chatbot agent capable of offering mortgage simulation, property valuation and to transfer the chat to a customer support agent when needed
- The solution uses Hubtype and Dialogflow

THE BENEFIT

A permanent gain in operational efficiency and customer satisfaction improved

- Contacting the bank is easier than ever for customers and prospects
- Reduction in agents' idle time, allowing them to answer queries in an asynchronous channel familiar to customers
- Zero abandonment rate as all cases are attended to and customers receive an answer 24/7 through the chatbot, even when the contact centre is unavailable
- High levels of customer satisfaction with an average of 9.1 stars (out of 10)
- Bankia has taken this opportunity to increase customer engagement and grow the lifetime value of its customers