

UNBLU CASE STUDIES

Diversifying communication channels to improve customer support

unblu  *BancaStato*



Context

Banca Dello Stato is a Swiss bank that offers a wide range of financial services to customers primarily based in the Cantone Ticino region. The support team of 20 members and 500 bank employees serve an e-banking base of around 60,000 customers.

In 2020, as part of the bank's overarching digitalization strategy, the team wanted to offer their customers new channel options to receive support. The bank aimed to enhance its support channels in response to the ongoing surge in client requests, which can be attributed to the pandemic and the resulting increase in online banking usage.

Furthermore, to meet the demand for online banking, the bank released new digital products and security updates. This also had an impact on the number of service requests. Overall, the upward trend in support requests has remained steady, with a 15% increase during the first half of 2023.

Initial goals: To offer customers access to new channels for support and handle the increase in client requests without negatively affecting the service quality. To increase efficiency and education in an effort to minimize repeat callers.

Goals

1

To channel a percentage of phone calls towards more efficient channels, without impacting the service experience

2

To offer visual, collaborative guidance on the public website and within ebanking to support clients in adopting digital tools

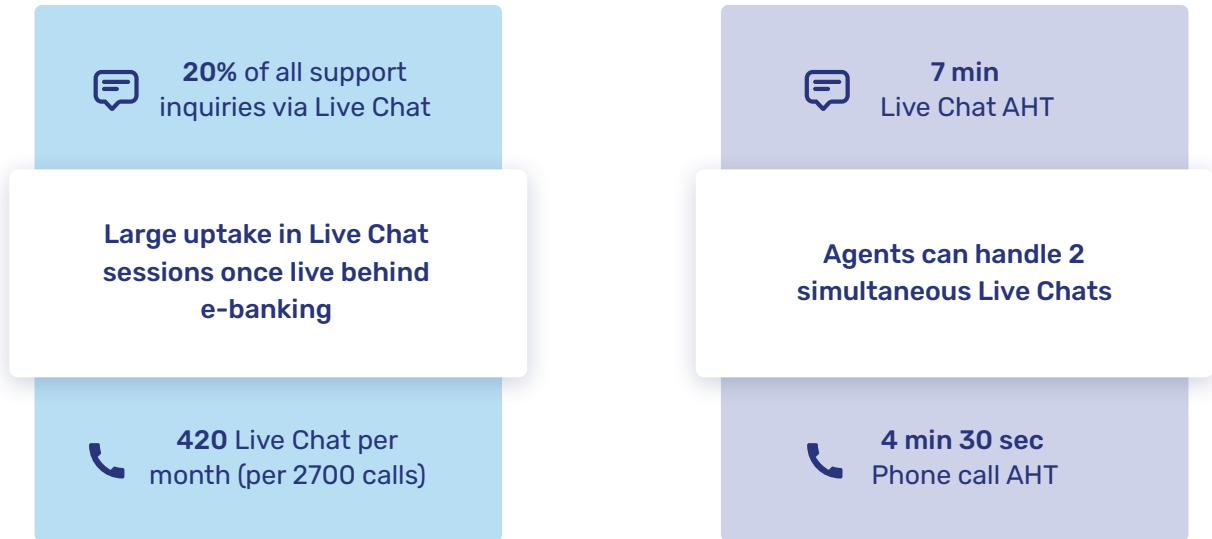
3

To provide a tool to improve call center agents' ability to carry out their day-to-day tasks



Results

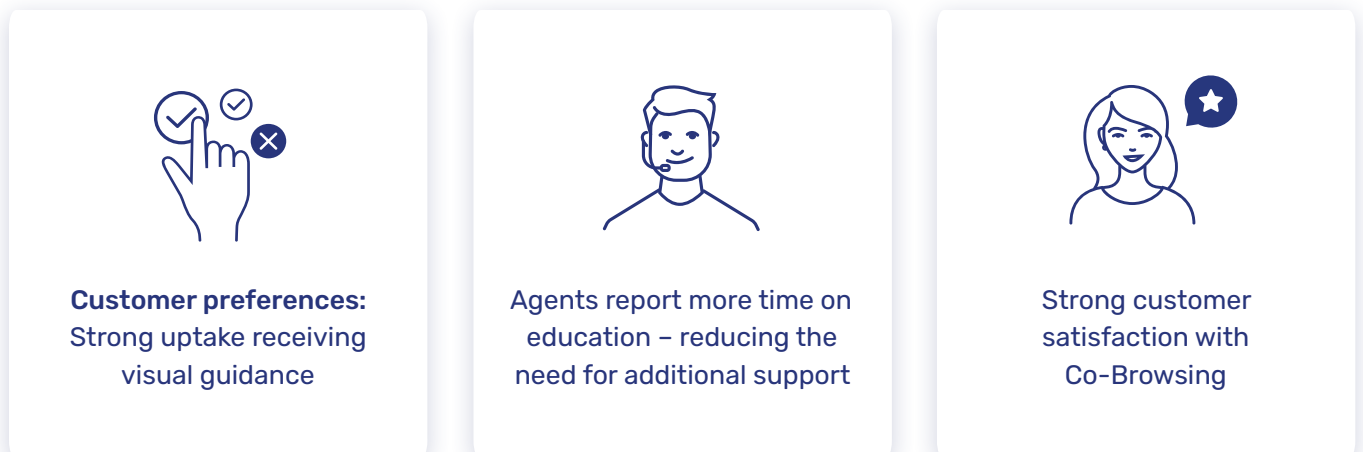
The implementation of Live Chat and Co-Browsing allowed the team to diversify their support channels. With the Live Chat channel, a single agent can handle multiple requests, boosting the efficiency of the interactions.



Co-Browsing has a similar impact on efficiency, with agents able to handle complex inquiries in a timely matter. Enhanced collaboration also allows them to educate clients.

↑ **15%** of phone calls leverage Co-Browsing

10 min AHT for Pin Based Co-Browsing phone calls

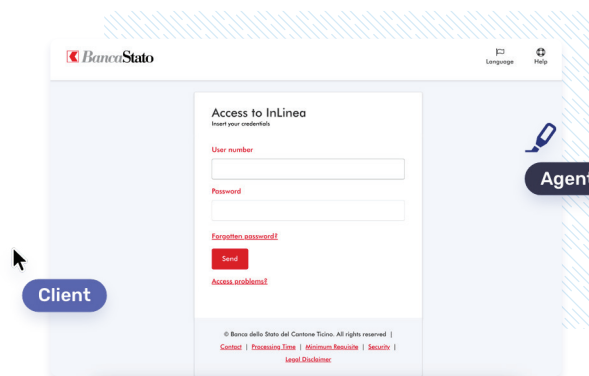
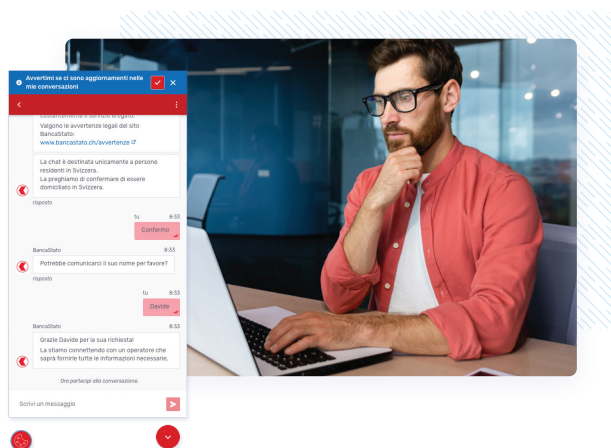


The Solution Live Chat and Co-Browsing

Live Chat is a messaging solution that's built into a bank's website to provide customers or visitors with a natural way to communicate with a human agent. It allows for prompt, compliant support while avoiding agent overload.

For more high-touch service scenarios, Co-Browsing allows agents to collaborate in real time on documents, applications, or browse the internet together.

Unlike screen sharing, Co-Browsing permits both parties to interact with the same shared asset both on the public website or within e-banking. As an omnichannel solution, Co-Browsing can be easily launched from either Live Chat or phone integrations, making it a flexible and versatile solution for agents and customers alike.



“Incorporating Live Chat and Co-Browsing has transformed our ability to deliver a more efficient and higher-quality service experience. Making these digital channels available in addition to the physical ones is one of the ways in which we express our closeness to customers.”



Nicola Andretta
Head of supportoATTIVO

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Unblu works with 80% of the
Kantonal Banks in Switzerland.

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