

Overview

A leading global fintech company specializing in financial services faced significant operational challenges in managing customer interactions and banking services.

The client wanted to amplify its contact center operations to address complex tasks like credit card sales and collections, overcome disruptions from new technologies and optimize dialer systems.



Objective

Enriching dialer operations with a bespoke contact center solution to optimize engagement, heighten service delivery, and increase satisfaction and loyalty.

Business Challenges

The client's rapid growth and evolving technological landscape, encouraged them to include agile strategies in their existing dialer system to maintain service excellence. The primary challenges to overcome were:

- **Complex Operations:** Intricate tasks like credit card sales and collections required scalable, tailored solutions.
- **System Complexities:** Dialer systems required specialized knowledge and planning for smooth operations.
- **Technological Disruptions:** Truecaller flagged calls as spam, causing missed opportunities and dissatisfaction.

The Solution

Using our global expertise in captive contact center solutions, we implemented in-house, personalized strategies to address operational challenges, improve customer engagement and incorporating comprehensive manpower support to maintain consistent service quality and operational continuity across markets. We introduced the client to Teckinfo dialer and set up a secure VPN between the bank and Alldigi to prevent data leaks. We contacted the bank and Truecaller to whitelist our DID, streamlining the process through the bank's existing system.

Value Delivered

By moving operations in-house, the client gained more control over service quality and data security, ensuring compliance and higher customer satisfaction. Enhanced agent training and supervision improved the customer experience, enabling a more agile approach to credit card sales and collections. Additionally, automatic customer profile display reduced verification time, allowing for faster and more focused query resolution.

Achieved seamless operations with zero reported escalations.

Operations adapted effortlessly to market shifts and growth needs.

Support for Callback:
Captures missed customers for quick agent connection after hours.

Business Benefits



Increased Customer
Loyalty



Operational
Efficiency



Increased Productivity
and Scalability



Cost Control