

Facing competition from fintechs, a bank **transformed a key part of the customer experience**



Standout Case Study

2023

Banking and Financial Services

India



Opportunity

The Bank of Baroda is one of the largest banks in India. They were looking to improve customer service in order to stay competitive against start-up digital banks.

They identified an opportunity to grow their contact center. The previous contact center was built on legacy technology, and depended on more than 1,000 full-time employees to operate. It offered limited customer interactions, few self-service options, and low visibility.

The client partnered with Tech Mahindra, a first time provider for them, on the strength of their ability to scale solutions.

Imagining IT Differently

Tech Mahindra delivered a solution that leveraged automation and AI for an improved customer experience. It offered features like:

- Enabling an omni channel customer experience, with webchat, video call and self-service features.
- Analytic tools, like AI call monitoring, generated valuable insights about their service.
- Process automation and AI-based quality of service tools to optimize operations.

The bank reported that Tech Mahindra's solution exceeded their expertise, especially in the provider's industry knowledge.

Future Made Possible

The new contact center streamlined the customer experience for the client and improved their business across key metrics:

- Cost savings of around \$2 million, with revenue gains of \$2.2 million.
- Quality scores significantly improved across all businesses.
- Digital-enabled features, like those that eased third-party integrations, opened up new efficiencies and capabilities.

According to ISG, this case study is an example of how a provider's expertise can enable a robust digital transformation.

