

How Bank Of Baroda Enhanced Customer Support with Live Video Calls & Live Chat Support

Bank of Baroda is a renowned financial services company/bank that has a strong presence in the Indian market.

It is one of the leading public sector banks in India and is ranked 6th best bank in the world by the Banker Magazine. Bank of Baroda is a leading provider of loans, investments, and insurance products and is trusted by 100 million+ customers for its commitment to providing excellent customer service.

BOB is celebrated as one of the key players in strengthening the nation's economy by providing liquidity and stability. Its customer-centric approach has made it the winner of many awards and recognition, including the "Best Bank in India" by Euromoney magazine in 2020.



40,000 Customers Handled

Approx 40K customers served within business hours out of which 30K are handled by AI bots in a month

<1 Minute FRTs

With support automation, a quick FRT of less than 1 minute was achieved.

CHALLENGE

BOB has over 8000 branches and 10,000+ ATMs across India. It enjoys a significant international presence with over 96 branches and offices in 19 countries. Hence, establishing easier and faster means of communication for customers was always an important goal for BOB.

Before joining hands with Simplify360, BOB's customer service included an online banking platform and other channels like social and email. This, although supported by various features that allowed customers to check account balances, bill payments, and fund transfers, lacked a human touch. It also required ways to resolve non-financial issues faced by customers in a personalized manner.

To sum it up, BOB needed a means to make its premium customers feel more included and induce a human touch.



APPROACH

BOB's aim to enhance customer assistance & support and enhance their communication portfolio made them look for Live Video Chat and Live Chat integration.

Simplify360, being a technology solutions provider, offers **Live Video Call** as well as **Live Chat Support** solutions.

Customers can now reach out to agents directly from the website or the mobile app.

Furthermore, the AI-based Live Chat support feature strengthened the bank's 24/7 availability, thanks to chatbots. This helped the bank reduce the number of separate support calls received by customers.

Customers can also schedule appointments for live video support calls at their convenience if the waiting time is too long.

With the brand new Live Video Call and Live Chat support, BOB successfully established an all-in-one, 24/7 customer support system, making their premium customers feel premium.



RESULTS

After utilizing the support solutions offered by Simplify360, BoB was able to deliver enhanced customer experiences.

With the help of AI-enabled Live Chat and Live Video Call support, the bank witnessed significant improvement in support metrics.

- **40,000 Customers Handled**

Approximately 40,000 customers are served within business hours out of which 30,000 of them are handled by AI chatbots in a month.

- **<1 Minute FRTs**

With support automation, a quick FRT of less than 1 minute was achieved.

Overall, Bank of Baroda was able to transform its CX and strengthen its customer relationships with Simplify360's support solutions.



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