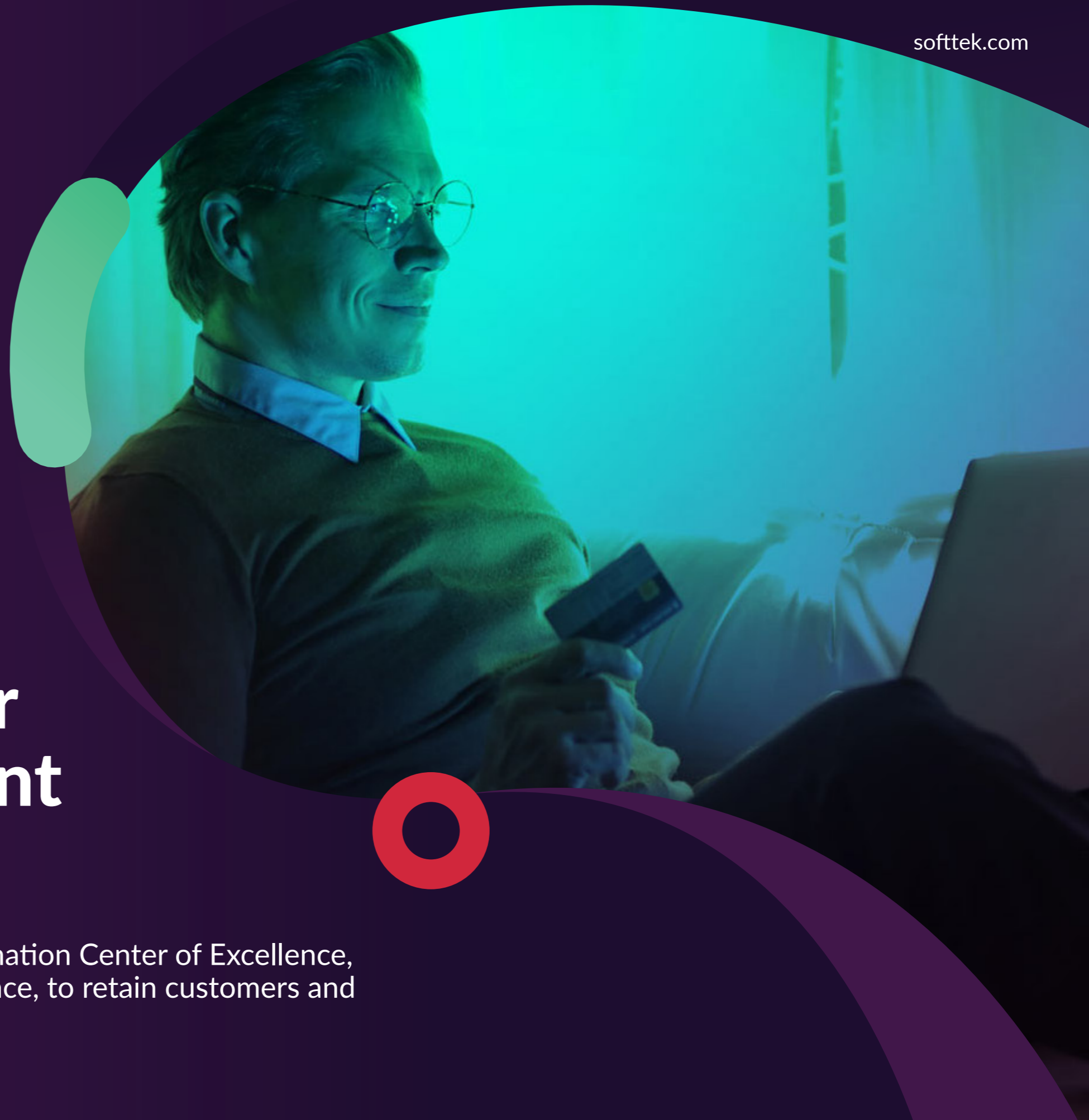




CASE STUDY / BANKING & FINANCIAL SERVICES

Major Bank Increases Efficiency and Customer Retention with Intelligent Automation CoE

By using Softtek's FRIDA platform and establishing an Automation Center of Excellence, the client improved internal efficiency and end-user experience, to retain customers and increase ROI.





About the customer

Major North American Bank.



19+
million customers.



55+
countries.



90,000+
employees.



Founded
in 1830s.



Softtek

BANKING & FINANCIAL SERVICES | Major Bank Increases Efficiency and Customer Retention



Business challenges

The client's existing processes were yielding poor customer experience, due to contact redundancy and automation inefficiencies.

1

Manual, uncoordinated processes yielding repeated human error.

2

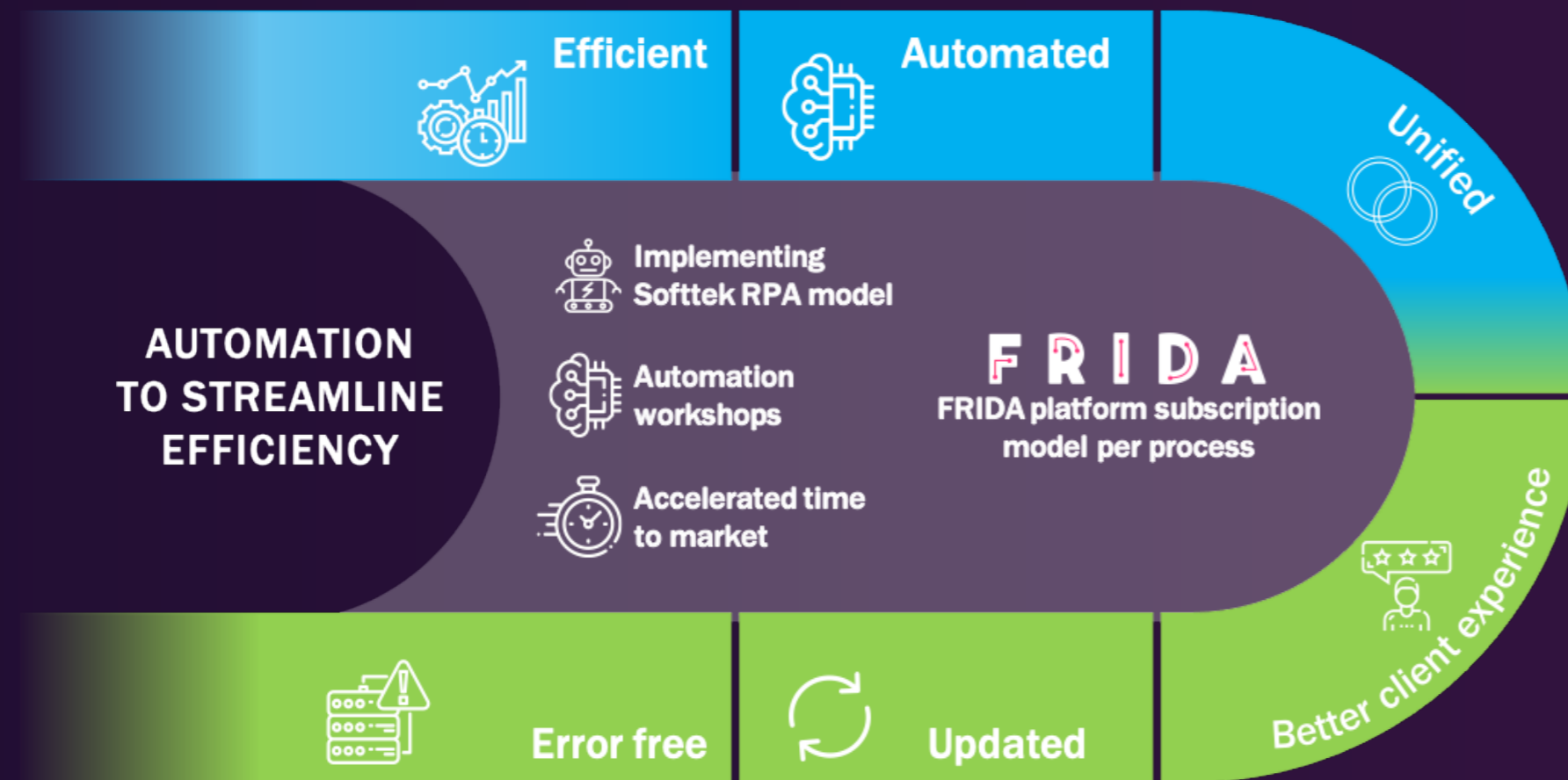
Managing 190,000+ daily contact processes inefficiently.

3

Low customer retention.

How Softtek comes into play

Softtek's expert automation consulting services and agile implementation of the FRIDA platform improved client's customer experience and unified automation efforts.



Softtek's discovery workshops signalled key areas to target with automation investment.

Softtek implemented FRIDA end-to-end, harnessing the latest intelligent technologies.

Established full Automation Center of Excellence.

Leveraged expertise in client's existing third-party platform (PEGA RPA) along with FRIDA.

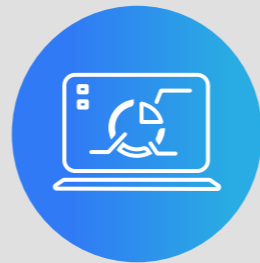


Business impact

Through strategic partnership with Softtek, the client was able to create its Automation Center of Excellence, which further helped streamline processes and dramatically increased its customer base.



Optimized 2-day client status processes down to 10 minutes.



Streamlined automation journey to double automation speed.



Reduced risk to overcommitting on credit, due to redundant contacts.



Improved recruiting campaign ROI.



ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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