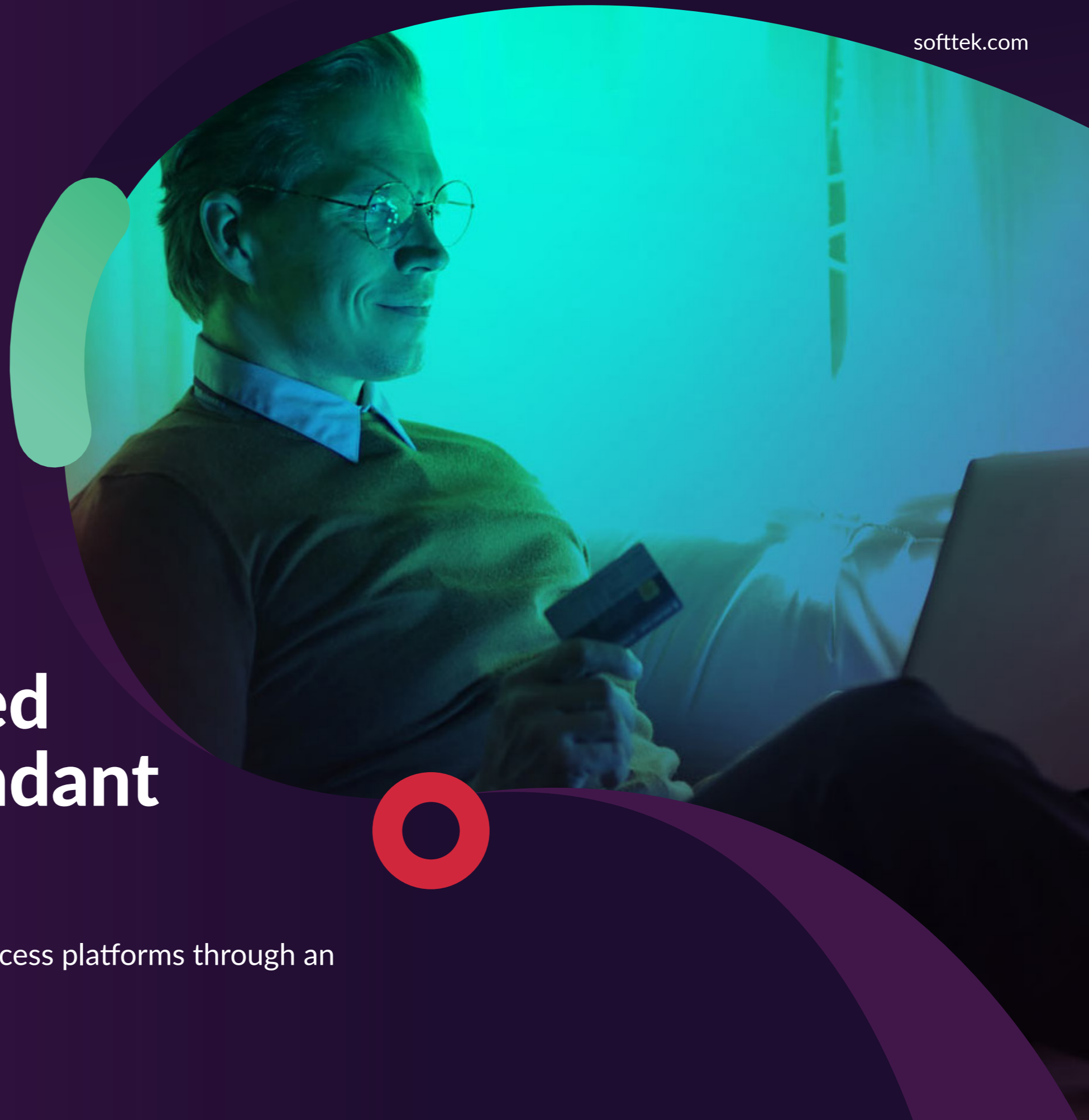




CASE STUDY / BANKING & FINANCIAL SERVICES

One of the Major North American Bank improved CX by eliminating redundant client records by 30%

Softtek helped improve customer experience & Business Process platforms through an Intelligent Digitization & Automation Framework.





About the customer

Bank dedicated to developing innovative financial products and services for private clients, small and medium enterprises, and corporations around the world.



2nd
Major North
American Bank



> 19 M
customers



> 55
countries around
the world



Softtek

BANKING & FINANCIAL SERVICES | Business Process Optimized



Business challenges

Bank needed to improve retention & customer acquisition rates through enhanced customer experience.

1

Manage +192k daily contacts processes including redundant contacts.

2

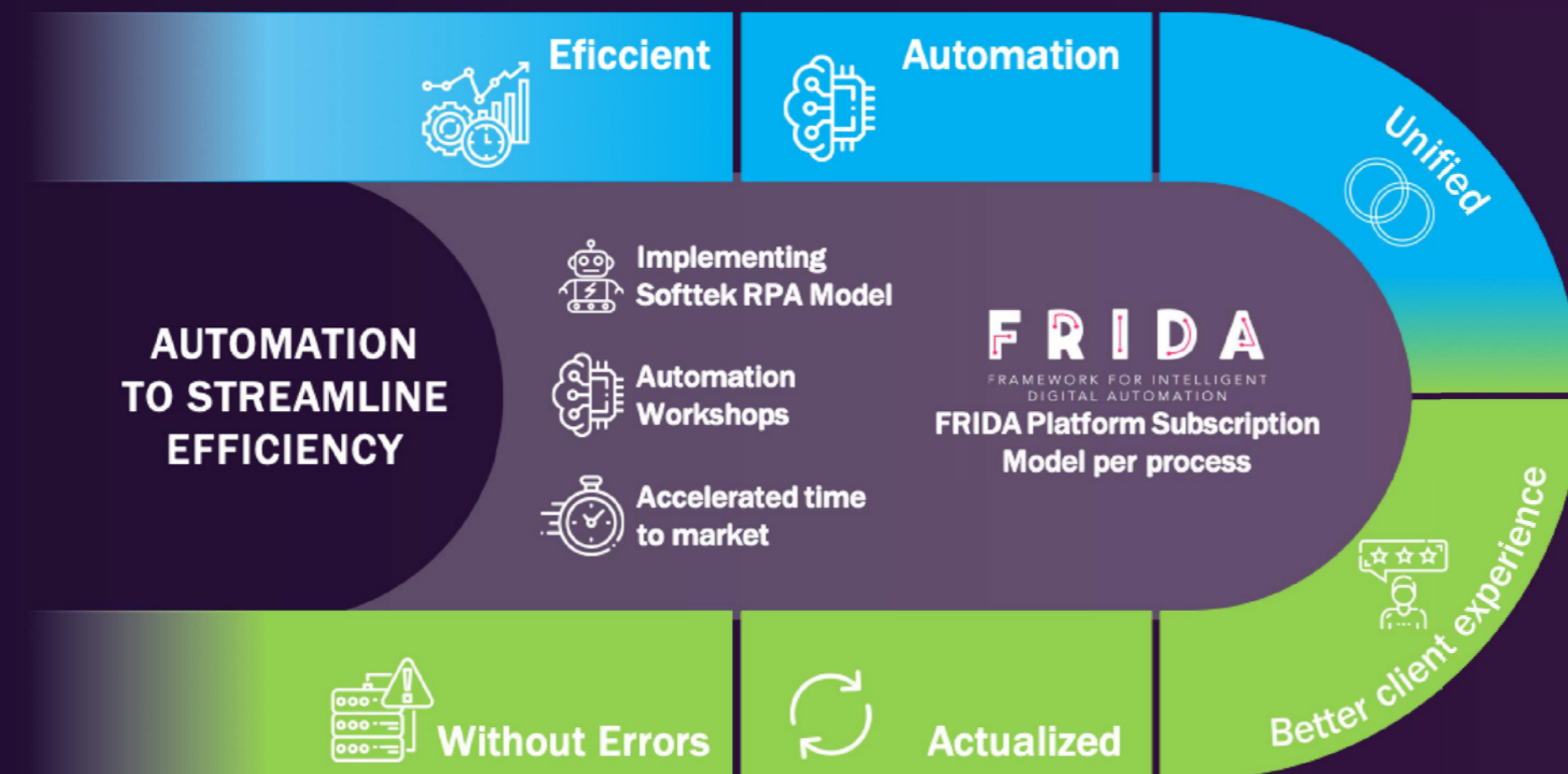
Improve customer status consolidation for product offerings (Process takes > 2 days).

3

Orchestration of multiple outsourced contact centers running marketing campaigns.

How Softtek comes into play

Softtek improved their Business Processes platforms through a Digitization & Automation approach, as well as leveraging FRIDA®, our proprietary AI Platform.



Efficiency of CRM Functions and optimization of Marketing Operations.

Process Improvement Focus.

Agile Implementation.

Apply automation technology.

SaaS on premise or hybrid operation.

Coverage in the 2nd most important region globally.

POC -Implementation -Operation.



Business impact

Softtek improved bank's Business Process platforms using a Digitization & Automation approach and leveraging FRIDA®, our proprietary AI Platform.



Improved **customer experience** by eliminating **~30%** contact redundancy.



Optimized 10-minute customer status update vs. >2 days.



Risk reduction by avoiding over-granting of credit due to redundant contact.



Improve recruitment ROI campaigns.



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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