

Retail financial services - chatbanking



Client: One of the largest retail banking company in Central and Eastern Europe



Location: Hungary, Budapest



Date of implementation: 2018 May



Platform: Facebook Messenger, Viber, Widget

! PROBLEM

Our client realized their contact centre has a greatly expensive maintenance fee even though the bank's top 100 Frequently Asked Question is always the same. Digitalization is happening and it's highly important when it comes to a bank. That's why this bank needed an innovative solution for enhance user experience, especially in the customer services department. They desired a new, real time and automated communication channel to get in touch with their customers.

✓ SOLUTION

Mira is a well-prepared, sci-fi chatrobot, who can answer for customer questions in 30 different topics. Its main function is to supplement human colleagues at the banks contact center. Customers can ask her about new accounts, deposit, bank cards, mobilebank, mobilepay, travel insurances, personal loan, and many more. Within the chatbot customers are able to find the nearest ATM (selected from the chatbot menu, free-text search, or sending your own position). We also built a GIRO-IBAN calculator, where the customer can calculate the IBAN equivalent of the Hungarian GIRO bank account numbers. The chatbot also features a hybrid chat which means if the customers have a more complex question that cannot be handled by the chatbot they can ask for a human contact centre colleague who continues the conversation.

As a part of the introductory campaign, we have promoted Mira on Viber with a stunning, humorous, sticker pack campaign. Sticker downloaders immediately get in touch with the chatbot.

NUMBERS



average correct answer rate

97%



3%

asked for Hybrid chat



660

ATM search/month



total user

18 000

AVERAGE SATISFACTION 3 POINTS OF TOTAL 4



- fast reaction 3,3
- correct answer 2,9
- would use chatbot again 3

TOP TOPICS



- credit cards/debit card
- loans
- ATM