

How Financial Services Provider Achieved Significant Contact Reduction With Synthetix Tools

Synthetix began working with a leading UK Financial Services Provider in 2014, with goals to deflect routine queries to self-service channels and enhance CX. Since then they have implemented our CX suite including FAQ tools, chatbot, live chat and SEO-friendly help centre.

Company Profile



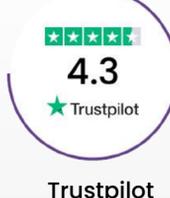
1,500 Employees



2.5 Million Customers

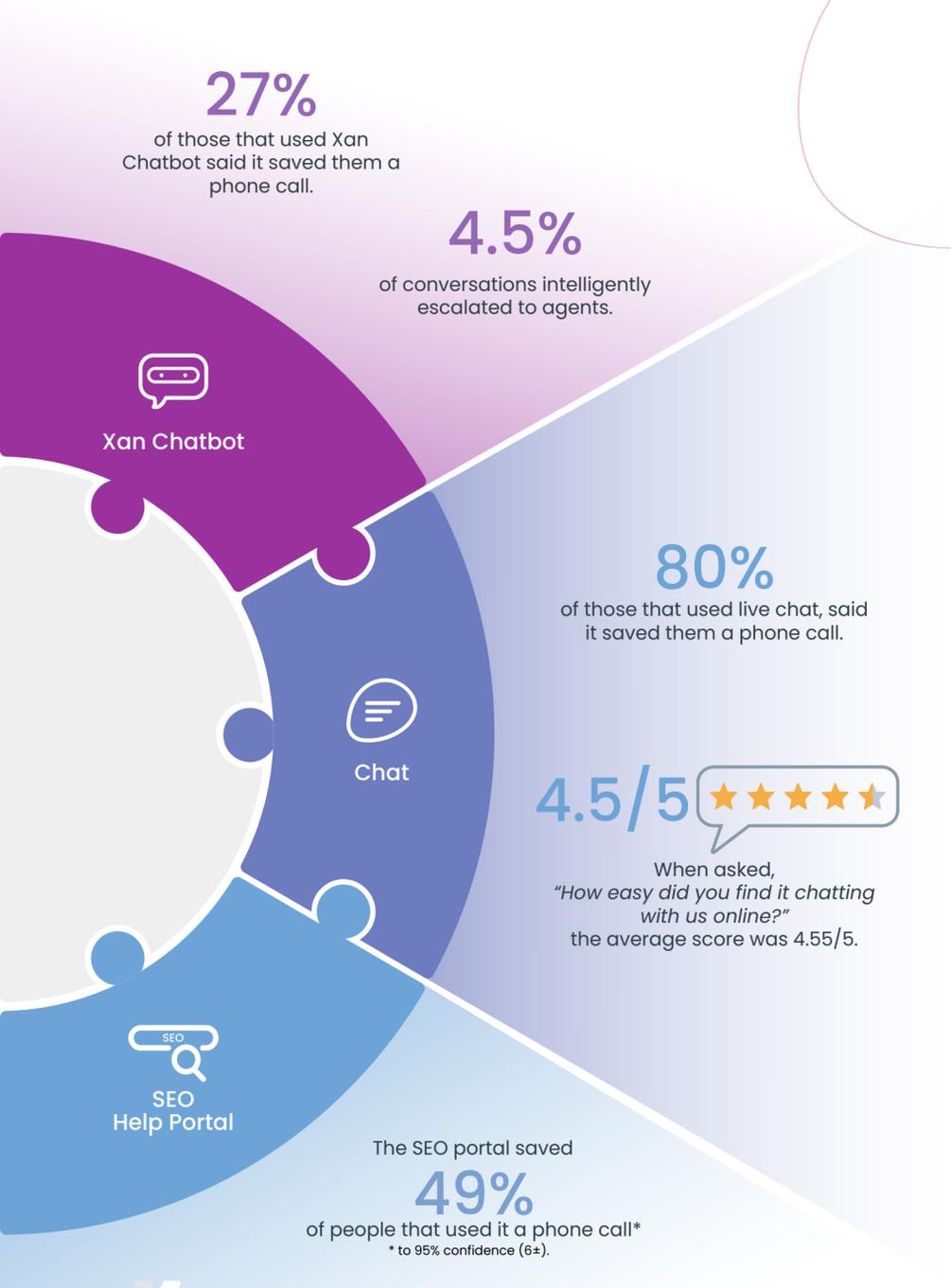


3 Brands



Trustpilot 4.3 Excellent

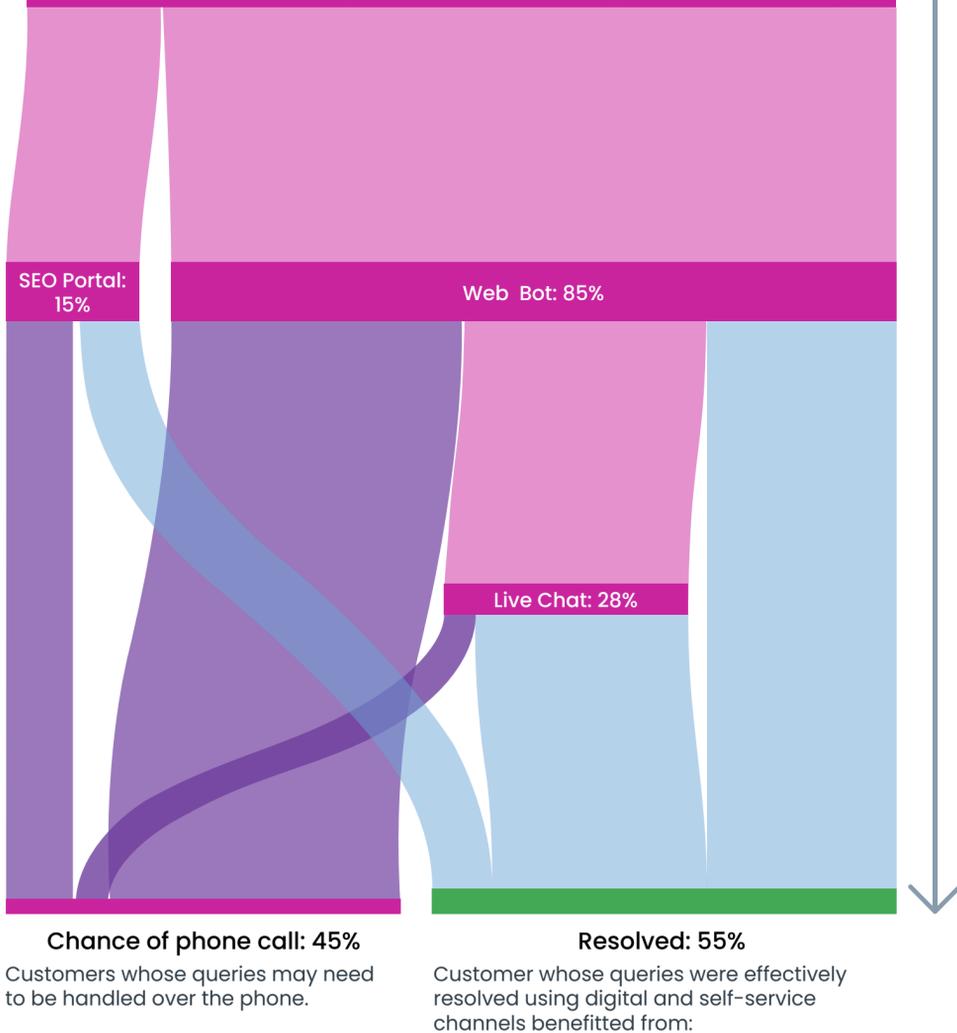
Score taken March 2022



1 Within **One Month**, we saw 1st page rankings as a result of technical SEO implementation.

Self-Service Outcomes

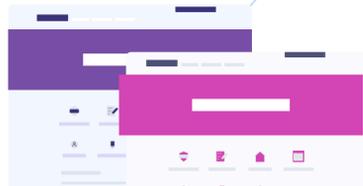
A diagram to demonstrate how our clients' customers are assigned to the most efficient self-service channels to improve their experiences and reduce the burden on the contact centre.



Our Journey Together

2014

Our Financial Services client deployed Synthetix's self-service software, Knowledge: For Your Customers to help handle its brands' common queries and questions.



2016

In 2016, Synthetix implemented live chat for our client, providing direct, agent-assisted support to its customers.



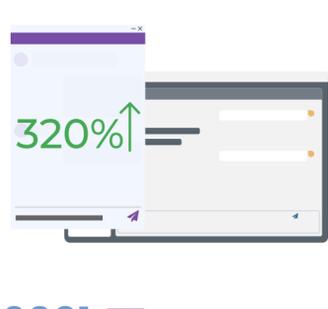
2018

Our client later extended Synthetix's live chat software and FAQ tool to a new brand, contributing to contact reduction and CX.



2020

In 2020, Synthetix launched a customer service chatbot for our client's subsidiary brand, with seamless escalation to Live Chat for customers who require advanced support.



2020

As part of their pandemic response to supporting remote work, they shifted many telephone agents to their live chat channel. Chat volumes grew 320% over this period.



2021

We implemented an SEO-friendly help centre solution into our client's customer service offering. By translating knowledge articles into crawlable web pages, customers can self-serve directly from Google's search results.

After just one month, our client saw their **Google** articles ranking on the **first page of Google** search engine results, helping to minimise the steps in the user journey and boost CX.

Now

Now using Synthetix's AI-powered, digital CX platform, our client reaps the benefits of routine query automation and enhanced CX.

