

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.

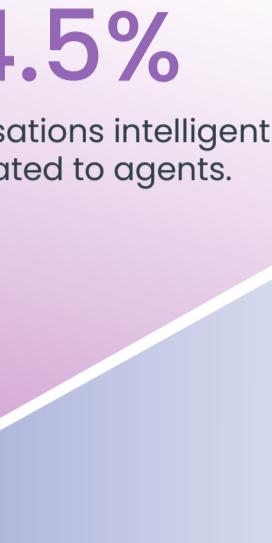
Company Profile



1,500 Employees



2.5 Million Customers



3 Brands



Trustpilot 4.3 Excellent

Score taken March 2022

27%

of those that used Xan Chatbot said it saved them a phone call.

4.5%

of conversations intelligently escalated to agents.



Xan Chatbot



Chat

1

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.



Chance of phone call: 45%

Customers whose queries may need to be handled over the phone.

Resolved: 55%

Customer whose queries were effectively resolved using digital and self-service channels benefitted from:

- Lower wait times
- Better CX
- Quick resolutions

2014 📈

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

Now

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

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.

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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.

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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 FAQ articles ranking on the **first page of Google** search engine results, helping to minimise the steps in the user journey and boost CX.

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When asked,
"How easy did you find it chatting
with us online?"
the average score was 4.55/5.

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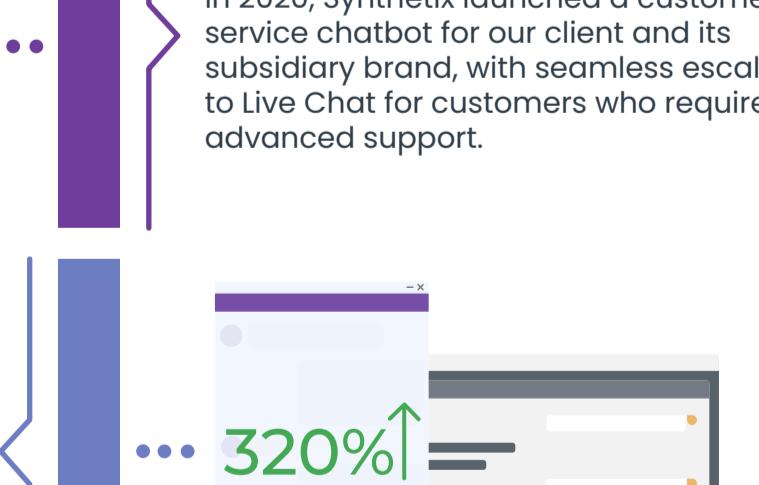
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Our Journey Together

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