

# Yorkshire Building Society And Synthetix: 17 Years Of Delivering Excellent CX

One of the UK's largest building societies, Yorkshire Building Society provides financial services online, over the phone and via their 240 locations. Yorkshire Building Society deploys Synthetix's customer service chatbot, self-service tools and live chat across its brand portfolio to streamline online CX and boost CSAT.

## Company Profile



**£45 Billion**  
in assets



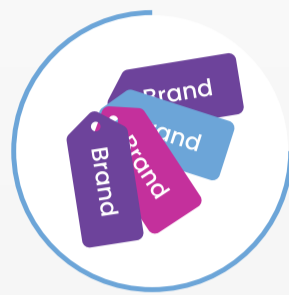
**240**  
Locations



**3.5 Million**  
Members



**3 Million**  
Customers



**4**  
Brands

*"The technology and service provided by Synthetix has made a tangible improvement on our efficiency as a business and helped us deliver a better experience for our customers."*

- Debbie Hill, Change Manager (eCommerce)

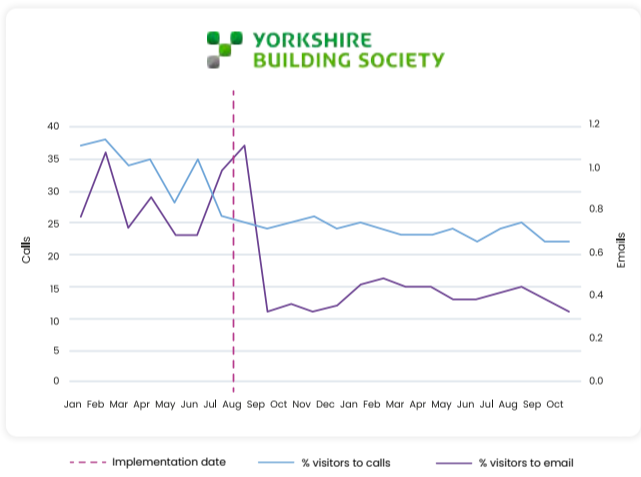
## Our Journey Together

### 2005

A client since 2005, Yorkshire Building Society chose Synthetix to deploy their customer service chatbot. It would be used as a virtual mortgage advisor, guiding customers through their online journeys and resolving queries in the process.



#### Results after 1 month of launch



### 2010

In 2010, they adopted Synthetix's self-service software. Built using AI and harnessing powerful Natural Language Processing, the software automated routine queries online, improving CX.

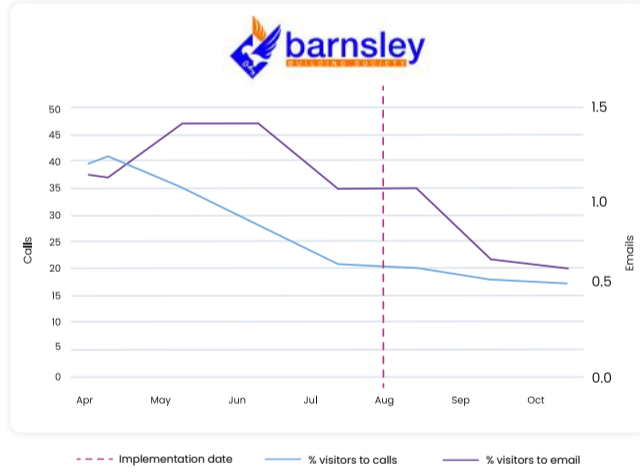
With our self-service software, they experienced, from their site visitors, a **30% reduction in inbound calls and a 53% reduction in emails**.

### 2010

Soon after, Synthetix's self-service solution was deployed to Barnsley Building Society, whereof those that visited their website, a **41% reduction in calls and 30% reduction in emails** took place.

This solution was also rolled out to Chelsea Building Society and Norwich & Peterborough Building Society.

#### Results after 1 month of launch



### 2014

Yorkshire Building Society added live chat to their multi-channel customer service offering in 2014, followed by their subsidiary brand, Accord Mortgages. This allowed the seamless escalation from self-service channels for instances where human intervention is required to solve a query.

### 2021

In 2021, Accord Mortgages, a brand of Yorkshire Building Society's, introduced a customer service chatbot to help brokers resolve queries online without having to unnecessarily escalate to agent-assisted channels.



### Now

Our client continues to deliver exceptional CX and customer service online with the help of Synthetix's products.