



# Case Studies

BFSI



SlashRTC

# INTRODUCTION

## BFSI Case Studies

**PROBLEM:** DURING THE PANDEMIC, ORGANISATIONS WANTED TO MOVE THE CONTACT CENTRE OPERATION TO THE CLOUD BASED MODEL SO THAT BUSINESSES WERE ACCESSIBLE TO THE CUSTOMERS AND PREVENT LOSS OF REVENUES

**SOLUTION:** WHILE THERE ARE A LOT OF TELEPHONY PROVIDERS WHO PROVIDE SIMPLE AN LINEAR TELEPHONY SOLUTIONS ON CLOUD, WE AT SLASHRTC ARE ABLE TO PROVIDE THE ENTIRE CONTACT CENTRE SOLUTION ON CLOUD ALONG WITH NUMEROUS A.I. & OMNI-CHANNEL BASED FUNCTIONALITIES THAT HELPS REDUCE DEPLOYMENT COSTS AND ALSO INDUCE 30% COST SAVING IN THE LONG TERM

# KNOWN ISSUES FOR BFSI ORGANISATIONS

(HR) - GDPR, PCI-DSS and TRAI complied solutions are a scarcity

(HR) - Seamless integration with Core Banking Solutions (CBS), Risk and Fraud management solutions are rare

Unable to find Contact Centre Solutions with no CAPEX investment

At times they need a telephony solution with deep CRM integration - (HR) - Basic telephony integrated with CRMs not available in other solutions.

They choose to be reachable for their customers 24/7 no matter where their agents would be - Unavailability of response during non business hours.

Calls may have to be real-time data tracked and auto-logged into the respective CRM

Integrated IVR solutions with the flexibility of changing dynamically

Agents may require personal number to be masked

Dispersed call centers for multiple vendors across the country and may need consolidation wrt the same



# THE SOLUTIONS

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- Security of data – Mask Customer numbers, Sensitive Customer Data and PII. Compliance with Financial regulators of the country.
- True Omnichannel Cloud Contact Centre Solution with Zero CAPEX investment
- Relationship Managers (RMs) need Sticky Agent feature to allow customers to callback and reach them.
- Tight telephony integrations with CRMs and provide Click-2-Dial and review call recordings.
- 24/7 reachability no matter where their agents are located.
- Auto-logging of Call History and Call Recordings in CRMs.
- Advance Self-Servicing IVR solutions with speech-based Call Steering features with dynamic Voice User Interface to build simple to complex conversational dialog flows.
- Remote Agents numbers are not displayed to customers.
- Fleet-on-Street officers and RMs to reach Customers and become productive.
- Allow geographically distributed call centers for multiple vendors across the country and may need consolidation wrt the same
- Reduce Cost of Customer Acquisition
- Improve Net Promoter Score
- Multifold increase in Sales Productivity and lead conversions across business lines.
- SlashRTC Conversational AI improves access to information, transactions needed by customer 24/7 and avoid human induced errors.
- Allow Mobile Banking with Video powered apps and Agent Contact Centers do eKYC / video KYCs enabling a true contact less Banking, Insurance Claim registrations form filling,
- Securely Integrate with AADHAAR Card Vault for eKYC and VideoKYC.
- mobile-first banking experience to unbanked customers
- 360° view of Customer and its journey.
- Helped Bank acquire new customers and easy to interact Bank.

SHOP  
TAX  
FREE



# The Result

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## Call Tracking

All calls received/made by agents are tracked and logged in the CRM



## Call Logging

All calls made/received on the agents mobile or softphone gets auto logged in the CRM



## Fastest Deployment Time

System Deployment within 24 – 72 hours



## Real-time Monitoring

Real-time visibility of customer service agents across multiple locations to analyze their performance with call barging and snooping capabilities



## No Capex Investment

In terms of Cloud solutions, there are no capex investments



## 24/7 availability & efficiency

A single platform to monitor all business communications has simplified the tracking & monitoring process while simultaneously improving the call center's availability.



## Improvement in Response Times

Faster data collation – Improvement in providing real-time access to reports



## Complete Automation

Automated call flows & IVRs have made the organization systems inherently efficient



## Higher Sales and Cost Savings

50% increase in net sales and 30% of long term cost savings.





## Some of our BFSI clients

Case Studies