Leading African Bank
Strengthens Customer Loyalty with Dynamics 365 and BAFINS-CX

Overview

The customer is a leading commercial bank in Africa with 79 networked branches, nearly 100 ATM machines, over 1,427 banking agents, and more than 1,200 employees.

The bank was faced with declining business growth from existing customers. Improving customer service was identified as a critical business need that had the potential to enhance customer loyalty.

The bank faced various technical and systems-related obstacles that impeded the progress of its customer service initiatives. The CRM system did not integrate with the Core Banking System (CBS). The bank's customer service agents did not have complete visibility of customer products. This impaired their ability to address customer requirements.

Customer complaints system could not capture detailed category and sub-category information for complaints. This resulted in a lack of clarity on the specific issues being reported by the customers. The absence of service level agreements (SLA) set-up meant that there were no defined timelines for issue resolution, causing some tickets to remain open for extended periods, sometimes even for months. The system did not provide role-based access to the application for customer service executives, managers, or marketing executives. Furthermore, the bank's customers were venting their dissatisfaction on social media, and it had no systemic mechanism to sense customer sentiments.

Benefits

Enhanced customer loyalty

With the addition of multiple channels for communication - WhatsApp, SMS, and IVR and the implementation of WhatsApp Chatbot, the bank experienced a notable rise in customer interactions.

Increased customer reach

Integration with various social media platforms enabled customers to reach out to the bank through their preferred social media channels, allowing for seamless communication and improved accessibility to banking services.

Faster resolution of queries

The messages received through social media platforms (X, Facebook, and Instagram) are auto-segregated into cases and messages, allowing the bank to respond quickly to customers and resolve queries efficiently.

Proactive complaint management

Automated opening of complaints with negative feedback through SMS ensures that customer concerns are promptly addressed and resolved, leading to higher customer satisfaction.

Implementing Cutting-edge Solutions

Alletec team analyzed the business situation and chalked out a roadmap to bring systems in place to ensure enhancement of customer service. BAFINS-CX, the next-gen financial services CRM built on Microsoft Dynamics 365, was implemented. The system empowers professionals in the financial services sector, cutting across the functions of Sales, Customer Service, and Marketing by providing actionable insights, streamlining processes, and enhancing customer relationships.

AI components of Azure Services were used to develop sentiment analysis from Facebook/ Twitter/ Instagram. This helps the bank keep an ear to the opinions and feedback shared by customers and take timely action.

An innovative system now automatically opens complaint tickets when negative feedback is received via SMS. In addition, WhatsApp and IVR-driven Customer Service have been implemented enabling customers interact with the bank through these messaging platforms. WhatsApp Chatbot with the ability to log complaints has also been introduced.

Customer 360 has been implemented. This enables the bank to view all the transactions and activities performed by any customer, including all the cases (requests/complaints) created, plus data related to core banking, loans, and credit card applications.

Further, the integration of customer data with Dynamics 365 enables customer support teams to address issues swiftly and efficiently, enhancing the overall customer experience. The enhanced customer centricity has resulted in stronger customer loyalty. This is evident from the increase in business from the bank's existing customers.
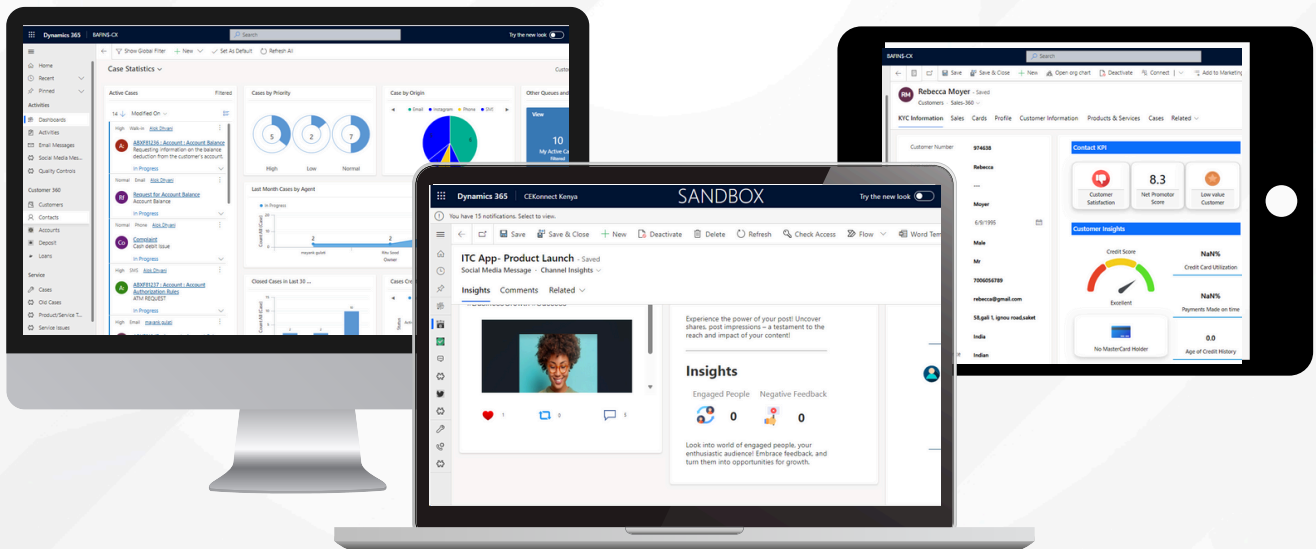
BAFINS-CX: Next-gen Financial Services CRM built on Microsoft Dynamics 365

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