

## Resolve Customer Pain Through Information And Knowledge

Customer query management has become an imperative factor, facilitating organizations to gain competitive advantage. Learn how TRRS helped a multi national bank manage query resolution.

### THE CHRONICLE

The client - an international bank with over 500 offices across the world serves both Consumer and Wholesale Banking customers. Owing to a high volume of customer complaints letters in their credit card division, resulted in a backlog of letters to be answered. The client considered introducing a system solution that can track the flow of letters, store and index each letter accordingly.

TRRS as well as other vendors were invited to develop a solution that could manage customer complaint letters more effectively.

A prototype was created and demonstrated to the client, ensuing TRRS being the most favored provider.

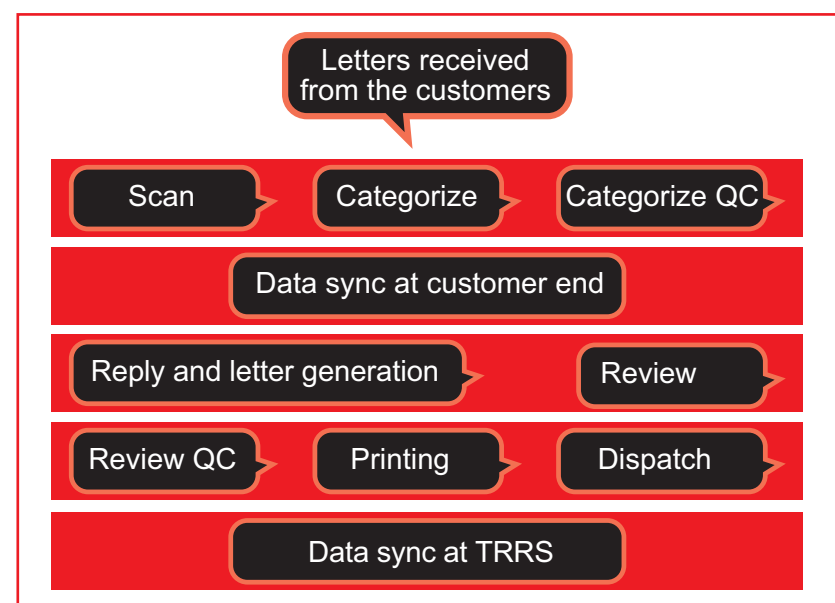
### THE CHALLENGE

- Administer a backlog of 4000 customer complaint letter via mail, fax and e-mail.
- Develop a solution that can track the flow of letters received, with a facility to store and index the information.
- Provide customized solution with an easy to navigate method.

### OUR APPROACH

- TRRS analyzed customer issue by the volume of complaint letters received and the target amount of letters to be answered on a daily basis.
- Understand the clients existing methodology in dealing with customer complaints.
- Develop a prototype that can manage the flow of letters.

### AUTOMATED PROCESSING SYSTEM



### THE TECHNOLOGY

- Developed, a text/image based customer query response system with support for Physical Letters, Images, Email, Fax and data interface with net banking systems
- Multi Location Automated Image Workflow With rules for routing and notification.
- Automated Data Gathering with in built intelligence - understand the meaning, the content and context of letters with an integrated learning facility.
- Provide a state of the art automated letter generation system with routing & notification service.
- Information extraction from documents.
- Template based automated response letter generation
- Integrates seamlessly with existing systems.

### THE OUTCOME

- Improved customer service by streamlining response time.
- Improved information flow since queries automatically routed to concerned resolution officer based on query complexity and routing setup.
- Queries are routed to branches or departments based on the information.
- Achieved in processing a volume of 800-1500 letters a day.
- Improved operations and reduced costs by optimizing query handling and response process.
- Provided high level of security and privacy with a knowledge based personalized MIS.