



CASE STUDY

BFSI

**WhatsApp Business Solution-based Chatbot that
Seamlessly Resolved Customer Queries**

Assisted one of the largest financial institutions to efficiently resolve customer queries with Route Mobile's Chatbot platform.

About the organisation

One of the leading financial institutions, it offers a one-stop shop for all financial services to its customers. Its banking arm operates under four divisions-Consumer Banking, Corporate Banking, Commercial Banking and Treasury.

Product



WhatsApp Business Solution



Challenges faced

The Banking service of the organisation offers a gamut of financial products for individuals and businesses. These products include bank accounts, loans, and investments that are often augmented by value-added services. The bank's website answers customer queries through a chatbot, however, there is a need to upgrade their current chatbot service due to support-related issues. The bank also seeks a chatbot solution that's not restricted to its website or mobile app.

Scripted the success story by

Successfully migrating their current platform on WhatsApp to Route Mobile's WhatsApp Business Solution

Enabling Route Mobile's CPaaS driven ticketing system that automatically labels and actions any chatbot issues brought to notice

Assisting its customers with banking related queries related to their bank account, cards, KYC, sign in, and fraud

Introducing multilingual automation that is able to address queries in English and Hindi

Outcomes of #RouteItRight methodology

- Reduced customer care call volumes due to effective query resolution with chatbots on WhatsApp
- Higher customer positivity and CSATs which further enhances brand equity among customers
- Provided multilingual chat options to cater to a larger customer base

Looking to automate your customer's banking experience? Reach out us for bespoke automated communication solutions.

[CLICK HERE](#)

Drive Your CX with Conversational AI



RCS Business
Messaging



Viber Business
Messages

About Route Mobile Limited

Founded in 2004, Route Mobile is one of the leading Cloud Communications Platform service provider offering Communication Platform as a Service (CPaaS) solutions that caters to enterprises and OTT players (streaming media service) to improve their customer interaction & enhance customer engagement.

