



Date: 27. 2. 2021.

Project name: Cognitive Care

Client Name: Cognitive Care

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Industry: banking

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country: australia

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city: Sydney

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client\_phone: null

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client\_email: null

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project\_start\_date: 2020-06-01

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project\_end\_date: 2020-08-28

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Problem Space:	CLIENT invested in feature-rich platforms for banking but found that customers were still calling-in within an hour of logging on. CLIENT only provided live voice and chat services during business hours. CLIENT was searching for an omnichannel approach to communicate with its customers and also wanted to gain a better understand customer needs
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Approach:

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Idea:	CLIENT implemented a virtual agent that harnessed Watson AI technology to help customers while using internet and in-app banking. This supported customers to self-serve, reduce calls to the contact centre and improved the productivity of contact centre operational staff. The Watson AI cognitive learning capability, has delivered an improved quality of service to CLIENT customers, providing 24/7 accurate communication via a lower cost digital channel. The solution has also provided useful customer insights to CLIENT.
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Impact:	Available to 4M consumer banking customers Impact 1.5M+ AI-interactions annually, Through CLIENT Live & Mobile App and growing 'Red' significant part of the Connected Channels program
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