



Real Soft Inc helps Asia's leading financial services group automate customer services

Customer Background

The customer is one of Asia's leading and fastest growing private sector financial services companies, and ranks among the top 3 private sector financial services and banking companies, in terms of net worth.

The customer's business is spread over asset management and mutual funds, life and general insurance, private equity and proprietary investments, stock broking and other activities in financial services and is expanding its operations in the consumer finance segment.

Business Challenge

The financial services company offers a wide variety of loan products including personal, vehicle, property, business, healthcare and construction equipment loans. The customer wanted to implement a self-service system that would allow its loan customers to access their loan information such as repayment schedule, bank statement, date and amount of monthly installments due, check details, loan top-up, agreement copy, interest certificate, final IT certificate, provisional certificate, and switch in loan type (fixed to floating or vice-versa).

Also, to compete with other companies in the same segment, the customer wanted a unique solution that would provide respective options for the loan type selected by the callers.

Solution Offered

Real Soft, Inc., with the involvement of a highly experienced design team and highly skilled developers, developed an IVR application for the financial services group that enhanced its customer service level by enabling the callers to use the self-service application for their loan related queries. The callers can now obtain their loan transaction details by simply following the IVR instructions.

The self service application was integrated with the customer's host databases using standards based web services. As part of this project, two custom reports were designed, developed and deployed. These reports helped the customer to analyze statistics related to user navigation through the IVR application, use of language and call completion.

Technology used

- ❖ Avaya Interactive Response 3.0
- ❖ Tomcat
- ❖ Java
- ❖ JSP for reports

Business Benefits

- ❖ The financial services provider was able to enhance its customer service levels using the solutions offered.
- ❖ The end-users can now obtain details of their transactions by making a telephone call and interacting with an IVR application.
- ❖ The voice self-service solution has enabled customer to reduce the cost of service delivery while improving overall customer satisfaction.
- ❖ With the self-service deployment, customer was able to realize significant efficiency gains, a difference that played an instrumental part in the company's overall business success.

For more information about Real Soft Inc., please log on to <http://avaya.realsoftinc.com> or e-mail: marketing@realsoftinc.com

Application Re-engineering / Enhancement | Application Development & Maintenance | System Integration | Legacy Modernization
| Speech Enterprise Solutions | Custom Product Development

Real Soft, Inc. 2540 Route 130 North, Cranbury Campus, Suite 118, Cranbury, NJ 08512
Phone : (609) 409-3636 Fax : (609) 409-3637