

Swedbank creates digital customer experience with Nina™ Web.

Virtual assistant gets 78 percent first-contact resolution within first three months.

Challenge

- Enable 2 million customer interactions per year to be quickly resolved through self-service
- Allow all banking to be handled via self-service on digital channels
- Free up contact centre staff to focus on value-added tasks
- Create a platform for new services to enhance customer experiences for an expanding digital user base

Solution

- Nina Web virtual assistant deployed to deliver personalised customer experiences
- Assists customers with information searches and basic transactions, including answering their questions and directing them to appropriate links or web forms
- Supports Swedbank's agents to speedily and efficiently answer customer queries
- Capabilities being extended to cover all of Swedbank's customers, its Mobile Bank and iPad Bank

Results

- Nina Web averaged over 30,000 conversations per month within just three months of being deployed
- Achieved 78% first-contact resolution (FCR)
- Handles over 350 customer questions and answers, increasing the personalisation of customer experiences
- Reduces the time taken for people to find the information or transact the service they need

Background

Swedbank is 'a modern bank firmly rooted in Swedish savings bank history'. As one of Sweden's largest retail banks, Swedbank has 8 million private, and more than 600,000 corporate and organisational customers; a leading position in its other home markets of Estonia, Latvia and Lithuania; and a growing presence in the US and China. Swedbank plays an important role in the local communities it serves, and works hard to develop close, long-term relationships with its customers via an extensive retail network and well-developed phone, internet and mobile services.



“Finding the information you want on the internet can be difficult, and holding on a phone to get basic questions answered is something we all want to avoid. Nina allows our customers to have more intelligent conversations with us using their own words. They are able to achieve what they want in a far easier and more intuitive way.”

Martin Kedbäck,
Channel Management, Swedbank

The business challenge

In 2014, Swedbank handled 3.6 million customer interactions, more than two million of which were basic transactional queries. 58% of customers were banking with the company digitally; and 80% of customers logged into a digital channel at least once a month, including an average of more than 20 logins per month to Swedbank's Mobile Bank.

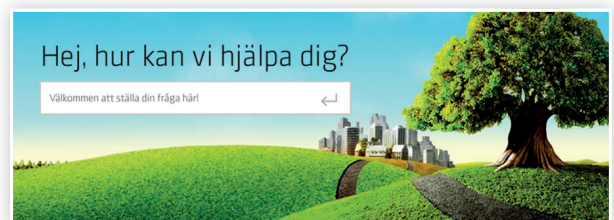
Swedbank works hard to deliver customer experiences that suit its customers' preferences, and was looking for a simple and engaging way of helping customers to more easily search for information and answer basic transactional questions for themselves. The bank estimated that by 2018, digital channels will be its customers' primary choice of contact with the bank, and so also wanted to ensure that all banking business can be handled via self-service on digital channels.

A further business driver was to enable customer interactions involving Swedbank's contact centre agents to focus on sales rather than service. In 2014, the 3.6 million inbound interactions handled by the bank's 700 contact centre agents (spread across five sites) included having to deal with 500,000 emails and 10,000 social media interactions, and generate one million outbound responses. The more of these interactions that could be managed through self-service, the more effective these resources would be.

The solution

To help it address these issues, Swedbank considered a number of potential suppliers. The bank chose Nuance as a partner, not only because it offered an ideal solution to the issues Swedbank was looking to fix, but also because Nuance's broad understanding of the bigger picture of customer experience could help the bank achieve its long term goals. With almost 60% of its customer base already digital, Swedbank needed to evolve its presence in those channels, an area where it felt Nuance could really be of assistance.

To transform Swedbank's inbound customer interactions, Nuance proposed Nina Web, a virtual assistant with automated chat facility that integrates online customer engagement with the company's contact centres. Customers can ask freeform questions that Nina intuitively answers in a conversational style to deliver very high levels of personalised and automated service.



Swedbank's virtual assistant sits on the bank's home page as a text box inviting visitors to simply ask a question.

Hi, how can we help you?

Feel free to ask your question here!

When a customer asks a question, Nina responds either with an answer or by directing the customer to a link or web form. For example, if a customer wants to know about how to order foreign currency, Nina can either reply with an answer such as sending the customer to a web page or branch office, or ask a clarifying question in order to understand more about what the customer is looking to achieve.

As well as benefiting Swedbank's customers by helping them search for information, and handling a large number of calls that used to be directed to the bank's contact centre agents, Nina is also being used internally to help these agents with information searches to more speedily and efficiently answer customer queries, and allow them to spend more time dealing with complex customer issues.

Looking to the future, Swedbank plans to develop its customer experiences by expanding Nina to reach more of the customer base, followed by its digital platforms - Mobile Bank and iPad Bank. This includes the addition to Nina Web of transactional capabilities removing the need for escalation to Swedbank's contact centre for many service-related enquiries; new value-added services via chat and call-back; increased integration with a greater depth of customer data for more precise routing of customer interactions to the right contact centre agent; and increased self-service - for example for qualification and assistance in response to a call-to-action in a sales campaign.

“Nina has helped us provide a multi-channel experience where the customer can self-serve for basic information. We want to expand this so that Nina can cross- and up-sell services to customers, and gather valuable information that is immediately passed to the agent when a customer does need to speak with someone.”

Martin Kedbäck,
Channel Management, Swedbank

Business benefits

Within just three months of being deployed, Nina Web was averaging over 30,000 conversations per month with a first-contact resolution of 78%. This has also resulted in 55% of those conversations being deflected, meaning that those customers do not need to take any further action, such as calling the contact centre. Two million out of Swedbank’s 3.6 million annual calls are being resolved through easier self-service,

freeing up time for the bank’s 700 contact centre staff, and enabling them to focus on added-value activities such as sales rather than service. And by extending the scope of Nina Web to handle 350 different customer questions and answers, Swedbank has been able to increase the personalisation of its customers’ experiences, while reducing the time it takes for people to find the information or transact the service they need.

“Nina has shown us that the type of questions that customers ask is quite different than we expected. And that has been great, because it’s meant that we have been able to shape our services around what customers actually want. I think we can truly say that we are a customer-driven business. That’s why we’re currently extending Nina to cover our mobile banking – an area of real importance for younger customers.

“Partnering with Nuance has been fantastic - it’s been an eye-opener and they are really helping us think strategically as we continue to launch our products and services to other countries and other channels.”

Martin Kedbäck,
Channel Management, Swedbank

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