

Establishing a digital stream to understand CX

Introducing a digital wave at Gulf African Bank to champion Customer Experience Management

- Gulf African Bank (GAB) aims to drive customer centricity in real-time by measuring and monitoring customer experience across all touchpoints, including branches, call centres, and online/mobile banking, covering all transactions such as account opening and card payments. They focus on acting on customer complaints immediately. However, challenges were faced in analyzing customer satisfaction to derive meaningful insights and managing customer experience across the entire journey in real-time proved difficult.

• *Solution Offered*

- A very granular approach was taken in defining the metrics for customer experience measurement. This means they can **gauge level of experiences at Customer level, all Transactions, all Channels** etc.
- **Integrating CRM with XEBO.ai** for automated process like sending surveys after each transaction, Red Alerts, Flags on negative responses
- **Pivotal touchpoints such as NPS, CES and CSAT** were enabled to capture the Voice of Customer via GAB's digital touchpoints
- Customized **dashboards for monitoring and to get insights and trends** to understand the behaviour of their customers towards the services provided

• *Impact & Results*

Established KPIs for each front-line staff member and their hierarchy, addressing significant variances in customer experience scores.

Implemented measures to assess how well touchpoints deliver customer experience for every transaction, enabling quick actions.

Simplified IVR navigation to make it easier for customers to reach an agent, addressing high detractor levels among recent call centre interactions.

Achieved significant improvement in advocacy levels of call centre customers following the IVR navigation simplification.