

# How QNB Finansbank Boosted Customer Satisfaction with Speech Enabled IVR

## CHALLENGE

Too much time spent on navigation through touch-tone menu choices

Sestek Speech Enabled IVR a natural dialog solution with artificial intelligence

## SOLUTION

## The Benefits

“The rate of accurate menu navigation increased to 92% and average wait time reduced by 31%”

## All Thanks to Sestek Speech Enabled IVR



31% decrease in average waiting time



92% accurate menu navigation



10% decrease in agent workload



39% decrease in abandoned calls

“As QNB Finansbank, we knew that we need to listen to customers more accurately. After comparing the services available, we settled on Sestek’s Speech Enabled IVR. With the solution, we have achieved satisfactory results in our call center operations. Speech Enabled IVR recognizes natural speech with high accuracy. It also offers intent recognition for better meeting customer needs. In addition to the positive feedback from both our call center agents and our customers, we have also benefited from continuous and quick support from Sestek. The team has been accessible and helpful whenever we needed them.”

**Mehmet Kürşad Demirkol, QNB Finansbank Executive Vice President**

### The Need

QNB Finansbank Call Center receives approximately 2.8 million customer calls each month. This amounts to 90,000 calls per day. They employ 600 full-time call center agents to meet this need with the average call lasting three minutes. Despite the efforts of call center agents, QNB Finansbank found their process needed improving. One of the biggest issues was customer confusion. A significant portion of customers spent too much time finding the menu choice relevant to their problem. Other customers got lost within the dual-tone multi frequency (DTMF) IVR system currently being used. These moments led to longer calls and customer frustration. QNB Finansbank knew the solution rests in better understanding customers’ needs.

### The Implementation

QNB Finansbank and the Sestek team collaborated throughout the implementation phase. First, the two prepared a to-do list and project plan to get a sense of what needed to be done. By examining customer call records, they made a blueprint of the conversation tree customers would follow using the system. Before deploying the system, QNB Finansbank had to ensure the IVR solution would integrate properly with its existing systems. Both teams tested this when launching the IVR development process. Once both teams agreed on the project plan, they were able to deploy the new system. But development didn’t stop there. Both teams continued monitoring the system closely after deployment. This way they could take immediate action if issues arose.

## The Results

With Sestek’s Speech Enabled IVR, QNB Finansbank resolved customer issues with greater accuracy. The system helped them better understand customers’ reasons for calling. This ensured callers were matched with the right menu function without friction. The rate of accurate menu navigation increased to 92% and average wait time reduced by 31%.

The user-friendly menu increased customer satisfaction and translated to quantifiable value for QNB Finansbank. These benefits included a reduction in abandoned calls by 39%. Agents’ workload reduced by 10% while the self-service rate rose by 6%.

“As QNB Finansbank, we have achieved satisfactory results in our call center operations with Sestek Speech Enabled IVR solution,” said Mehmet Kürşad Demirkol, Executive Vice President of QNB Finansbank. “In addition to the positive feedback from both our call center agents and customers, we have also benefited from continuous and quick support from Sestek. The team has been accessible and helpful whenever we needed them.”

Happy with these results, QNB Finansbank decided to develop new self-service functions to support customer transactions. They also began working with other Sestek solutions, including Speech Analytics and Sestek Chatbot.

## Sestek Speech Enabled IVR

- Sestek Speech Enabled IVR is an IVR solution combining automated speech recognition (ASR) with natural language processing (NLP).
- The technology replaces frustrating or confusing menus with simple verbal requests.
- Users need only say that they need to be routed to a relevant self-service application.
- The technology handles calls more effectively and saves businesses on operational costs, saves the customer time and increase satisfaction.



- Established in 1987, QNB Finansbank is among the largest financial networks in Turkey with more than 5 million customers and 11,854 employees.
- Dedicated to customer convenience, the bank offers 542 branches and 2,893 ATMs.

### About Sestek

Sestek has been a global provider of speech-enabled smart technologies since 2000. The company draws its strength from its patented technologies, pioneering role in the collaboration between academia and industry, and growing clientele from various areas of business. The performance and stability of Sestek’s technologies and its flexibility in tailoring solutions to customers’ needs provide this fast-growing company with a unique advantage over its competitors. Sestek’s state-of-the-art products include Speech Analytics, Voice Biometrics, Text-to-Speech, Natural Dialog, Virtual Assistant, and Chatbot.