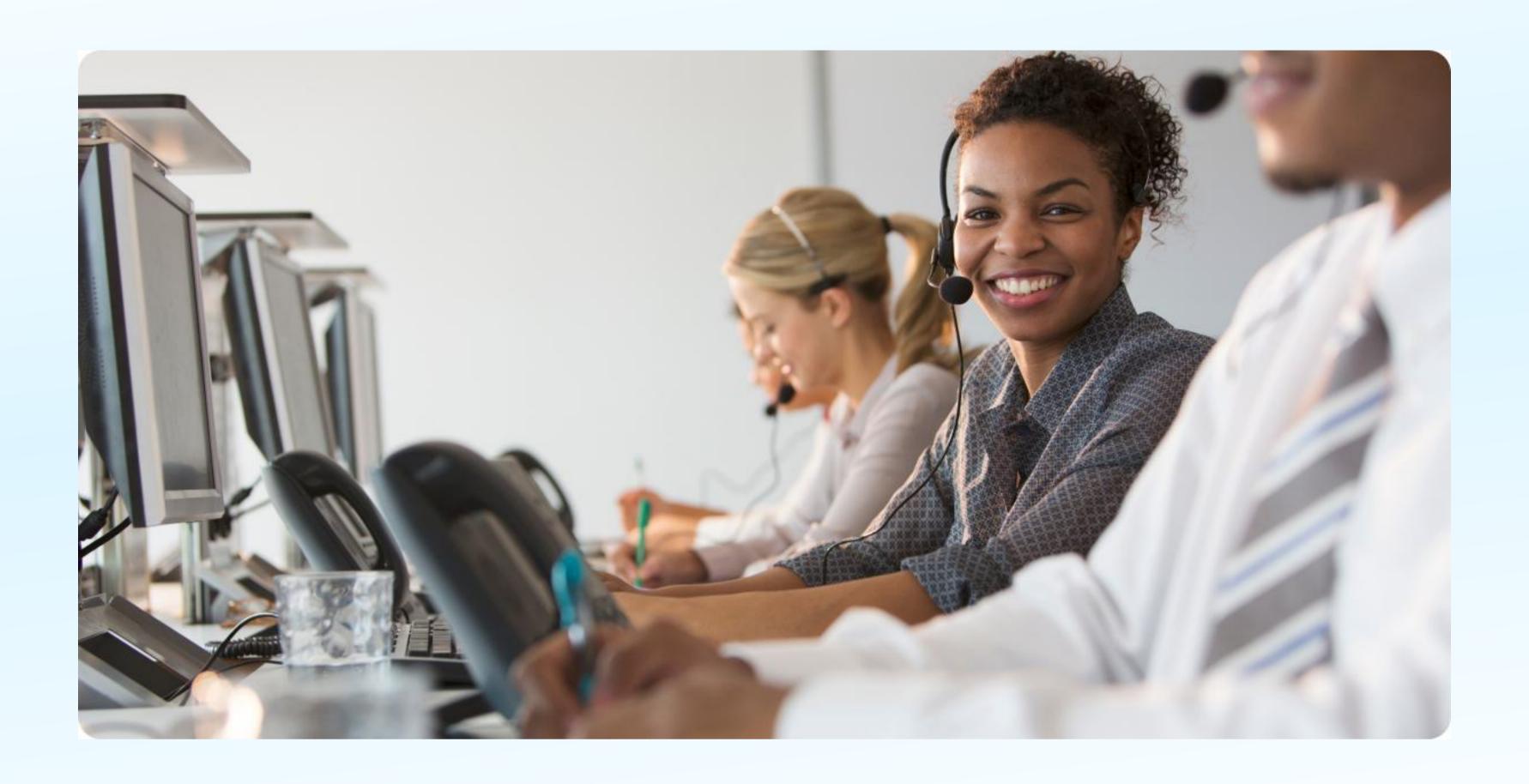# Success Stories

Cloud transformation for a large financial service conglomerate

Migrating a traditional contact center to Ubona's Cloud for enhanced efficiency and customer experience

Case Study Overview

Problem

The client's on-premise contact center platform was outdated, unable to efficiently handle large volumes of inbound and outbound calls. They required a scalable solution to reduce operational costs and enhance customer interactions across multiple LOBs.

About the Client

The client is a large financial services conglomerate with multiple Lines of Business (LOBs), seeking to launch innovative services and improve customer experience and operational efficiency.

Approach

- **Inbound and Outbound Cloud Contact Center:** Scaled to handle over 3 million calls, resulting in a 50%+ reduction in operational costs.

- **Inbound Call Center Automation BOTs:** Automated over 60% of inbound calls using GenAI and LLM technology.

- **Visual IVR Outbound Automation BOTs:** Over 140+ voice bots deployed for inbound and outbound calls across LOBs like LI, HI, MF, HFC, and Stock Broking, covering customer onboarding, service, and retention.

- **Voice Biometrics:** First-of-its-kind implementation in India's NBFC sector for customer authentication.

- **Speech Analytics:** Post-call analysis using automatic speech recognition and GenAI/LLM to derive insights from customer interactions across LOBs.

Solution

- Migrated the client's contact center to a cloud-based platform using advanced technologies like ASR, NLP/NLU, Generative AI, and Voice Biometrics.

- Enabled automation, scalability, and improved customer service capabilities.

- Enhanced the overall efficiency of contact center operations with innovative solutions.