

# Streamline operations to generate cost savings and improve CX

CASE STUDY

Customer Service

Irish retail bank



15-20%  
cost saving  
opportunity



## Goals

- Reduce cost to serve for retail banking customer service.
- Optimise delivery operations.
- Enhance customer experience.

## Solution

- End-to-end due diligence assessment of retail banking customer support operations.
- Detailed operational analysis and industry benchmarking.
- Recommended priorities for project opportunities, with joint decision on implementation.

## Results

- Cost savings of 15-20% identified, including a cut in FTEs of 49 over 12 months.
- Process changes to improve take-up of self-service and reduce repeat calls.
- Development of strategy for web-chat and social media.
- New processes and checkpoints for workforce planning.