GXS
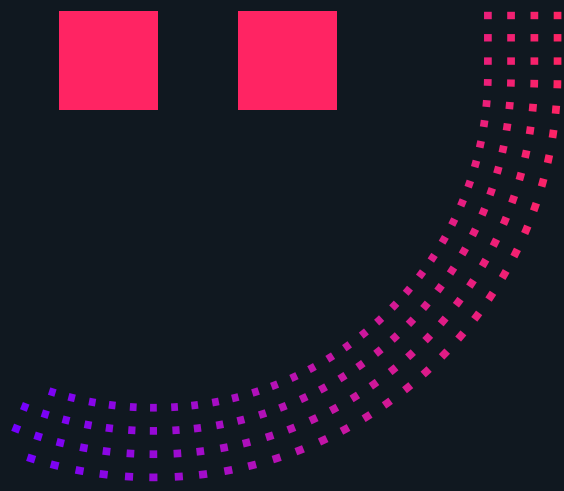
# CXone Supervisor Helps GXS Bank Bring a Human Touch to Digital Interactions

Singapore's first digital-only bank needed actionable, centralized insight into all its omnichannel interactions, 24/7. CXone Supervisor provides them both a bird's-eye view of all skills, agents and contacts, as well as real-time insights into specific interactions. The result has been faster, more targeted responses, reduced Average Handle Times, happier agents and supervisors, and greater customer satisfaction.

Average chat handle time
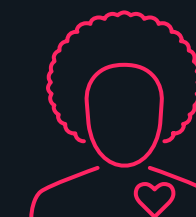**REDUCED BY UP TO 12%**

12%
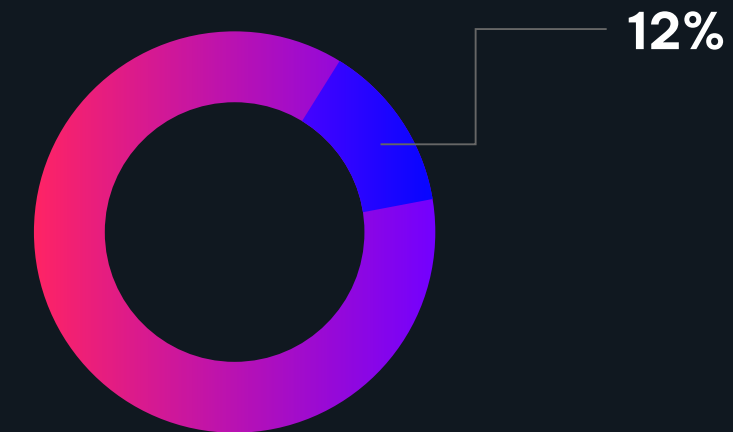
FIRST RESPONSE TIME WITHIN 60 SECONDS
For above 95% of all contacts, on average

ABANDONMENT (ABD) RATE OF NEARLY 0%

IMPROVED CUSTOMER SATISFACTION AND LOYALTY

CUSTOMER PROFILE

ABOUT
GXS Bank (GXS) is Singapore's first digital-only bank. It is geared toward consumers and businesses, primarily supporting the needs of entrepreneurs, gig economy workers and early-jobbers in the country. With no physical presence, the bank's round-the-clock contact center is central to its operations, providing support for customers through voice and digital channels.

INDUSTRY
Financial services

WEBSITE
www.gxs.com.sg

LOCATION
Singapore

SIZE
Medium sized customer service center

GOALS
• Deliver exceptional customer service
• Increase agent retention
• Save time and resources
• Boost team performance to meet business objectives

PRODUCTS
• CXone Supervisor

FEATURES
• Real-time, omnichannel monitoring
• Actionable insights into agent performance
• Automated digital responses
• Custom automated in-app alerts

NICE

Case Study

01 THE BEFORE

Legacy solutions

As a fully online business, GXS Bank provides customer service and support though a 24/7 contact center. This requires effective monitoring, managing and coaching of their agents.

However, for voice communications, supervisors were only able to listen to calls after the interaction was completed. For chat-based conversations with customers, monitoring was geared toward identifying specific triggers for designated follow-up emails. These processes were time-consuming and inefficient, as well as subject to human error.

The legacy NICE Supervisor application served the GXS contact center well for many specific purposes, such as force-logouts for agents after their shifts ended and the like. The Supervisor solution assisted supervisors in managing aspects of their workforce with single-point access to performance information and targeted reporting.

02 DESIRE TO CHANGE

Limited solutions for unlimited demand

GXS needs to provide financial services through its digital platform and contact center at all times. The bank initially provided support as a call center and rapidly became truly omnichannel, with up to 80% of their customer interactions coming from digital channels (chat, email, online forms, apps, social media).

"To ensure that our agents can provide high-quality service to our customers," according to Jeremy Leo, BU Operations Project Manager at GXS Bank, "we set a limit of two simultaneous interactions per agent. By limiting the number of interactions per agent, we can ensure that our agents are able to give each customer the attention and focus they deserve, which ultimately leads to better customer satisfaction and retention."

For the best results with that approach, supervisors need to have a holistic, omnichannel view of the contact center at all hours, as well as the ability to monitor each agent in real-time. The supervisors can then focus their attention and provide relevant guidance to their agents when and where it is needed most.

03 THE SOLUTION

Real-time and long-term insights

"We were looking for a strong solution that supports both voice and digital equally," Jeremy said. "We also wanted something on the cloud and narrowed our search to a few CCaaS options. After careful evaluation of several competitors, we selected NICE as the vendor whose offering aligned best with our requirements and business objectives."

GXS transitioned to CXone Supervisor as an early adopter. Jeremy expressed the bank's appreciation "for NICE involving us in the development process and soliciting our feedback to improve the product."

CXone Supervisor provides both a bird's-eye view of all skills, agents and contacts in any channel, as well as real-time insights into specific interactions. In-app alerts can be customized to automatically identify when an agent exceeds a given threshold (for GXS, any interaction that lasts more than 10 minutes), so that contact center supervisors can monitor the exchange in real time, assess the issue, and provide guidance or assistance.

"One game-changing feature that we particularly appreciate is the digital interaction monitoring,"

Jeremy explained, "as chats typically make up approximately 40% of our overall interactions. The ability to monitor, join, coach and even takeover digital interactions has been a game changer for our supervisors."

CXone Supervisor's aggregated visualization of data using various widgets provides maximum centralized information for GXS decision-makers. Data from all interactions can be easily navigated for maximally efficient viewing, filtering, searching, multi-level sorting, and granular analysis. Managerial teams and supervisors can focus their attention where it is needed most, with a clear view of which agents with which skills are available, and when. This has improved efficiency and agent effectiveness across various shifts, as the most appropriately skilled agents can be assigned to each interaction channel as needed.

Jeremy further noted, "CXone Supervisor is so intuitive that our supervisors learned how to use it on the fly, quickly integrating it into their daily work."

GXS Bank also implemented alerts that are sent to available agents in the event of an influx of customers waiting in the live chat or call queue. This ensures more prompt and efficient responses, improving the customer experience and streamlining their journey.

Case Study
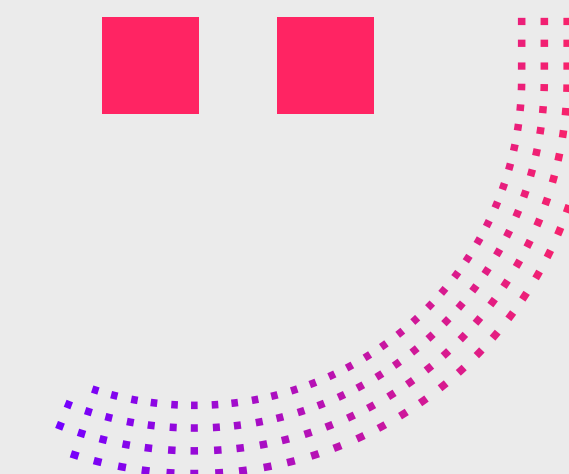
Seamlessly serving every customer

"By providing us with the ability to monitor and analyze omnichannel interactions," Jeremy summarized, "CXone Supervisor helped our supervisors gain valuable insights into our customers' needs and preferences, and has allowed us to improve our overall customer service."

The metrics collected by GXS Bank support that assessment:

- The CXone Supervisor's integration with the bank's DFO quick response system has reduced the average chat handle time by up to 12%.

- First Response Time under 60 seconds target reached on 95% of all contacts, consistently exceeding KPI targets.

- Automated email processes and disclaimer prompts reduce response times and agents spend less time on routine repetitive tasks in favor of more value-added work and human interactions.

- Abandonment (ABD) rate of nearly 0% achieved on average across all contacts.

- Faster responses and more focused service leads to higher customer satisfaction and loyalty.

Expanding operations with NICE

GXS Bank is looking forward to scaling up their operations in the near future. That was one of the reasons the organization explored a CCaaS solution and selected NICE for its expertise in meeting dynamically changing needs.

Given the positive results the bank has seen so far, Jeremy added, "We are confident CXone Supervisor will help support our planned development."

"CXone Supervisor's valuable insights allow us to improve our overall service and each customer's experience."

"Supervisors get a holistic view of the contact center at all hours with CXone Supervisor, a solution that is so intuitive they can learn it on the fly."

JEREMY LEO
PROJECT MANAGER,
OMNICHANNEL LEAD
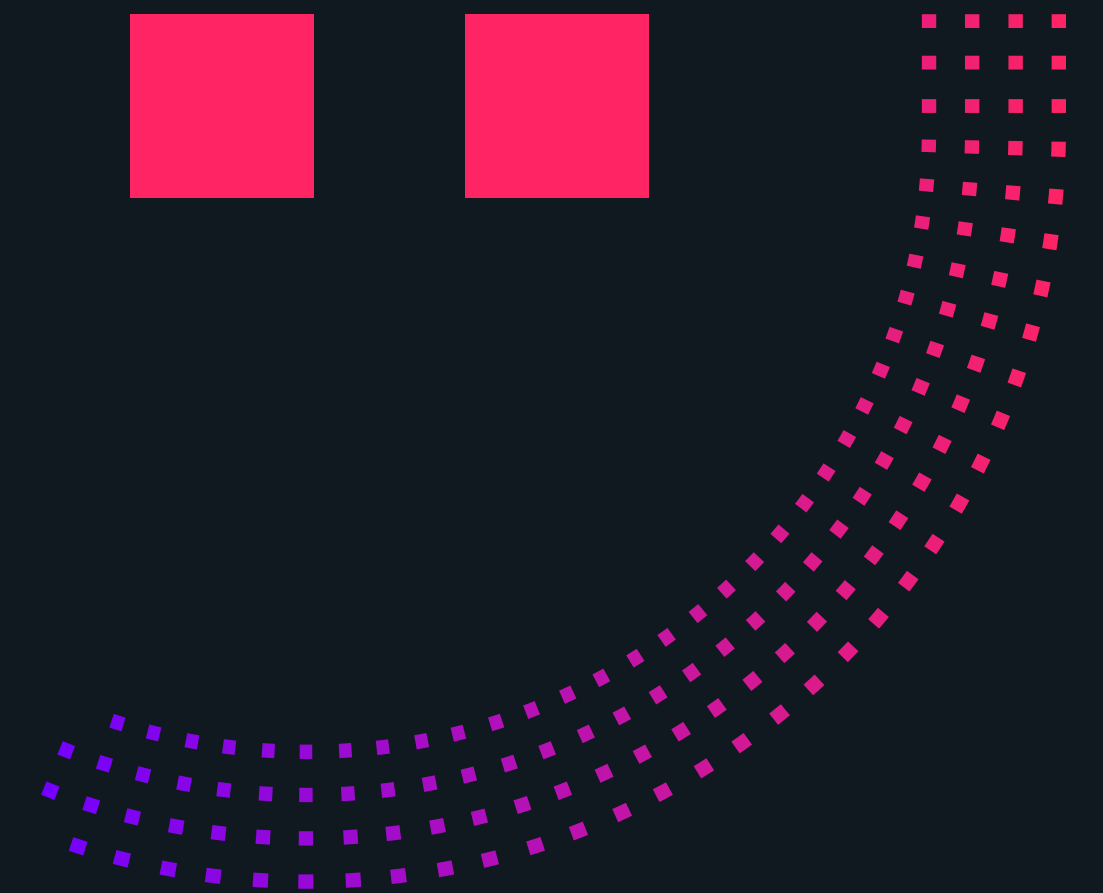
About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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GXS