



SUCCESS STORY

SUMMARY

BANKING | NORTH AMERICA | [24]7 VIRTUAL AGENT

Huntington National Bank provides retail and commercial financial services in six states through 700+ branches and its website. Its mission is to provide competitive products and deliver a superior customer experience while earning the trust of its customers. It chose [24]7 Virtual Agent to meet the needs of new customers, agents, and branch employees.

Questions answered per year

1.5M

Answer accuracy rate

90%-97%

Number of topics in the knowledge base

1,500+

Number of agents and branch employees using the VA

1,000+

CHALLENGE

Huntington has seen dramatic growth through the acquisition of 24 Bank of America branches and FirstMerit bank. They wanted to keep costs in check while improving the customer experience and satisfaction ratings as they added Bank of America and FirstMerit customers and employees to the Huntington family. They needed to address long agent handle times, consistency of information and first call resolution in its call centers. With new agents being added constantly, the bank needed a quick and efficient way to train its agents.

SOLUTION

Huntington selected virtual agent technology from [24]7.ai to address the needs of its customers, agents, and branch employees.

In 2014, the bank implemented a virtual agent called "Ask Huntington" on its website for customers and prospects. In that same year, Huntington added a virtual agent for its Bank of America conversion customers called "Welcome".

Huntington replaced its Adobe RoboHelp solution on its call center agent portal with a [24]7 Virtual Agent called "Ask Huntington". They also use this virtual agent to train new agents that came over from its acquisition of FirstMerit bank.

Recently, the bank developed an internal facing virtual agent designed specifically for Huntington's branch staff called "Retail Ask Now". Staff members use the virtual agent to provide quick and accurate answers to customer questions, thereby reducing call volume to its call support group.

RESULTS

Powered by the [24]7 Virtual Agent SaaS platform, Huntington Bank's internal and external virtual agents answer over 1.5 million customer, agent, and branch employee questions per year.

90% of the questions asked by customers in the "Ask Huntington" virtual agent receive a correct answer, while 97% of the questions asked by Huntington agents are answered correctly.

Huntington's agents and branch employees now provide customers with consistent, accurate answers to over 1,500 topics across all touch points (phone, online, branch).

With [24]7 Virtual Agent, Huntington has improved agent handle times, increased first call resolution rates, and dramatically reduced agent training costs and time-to-productivity.



I find the tool and it's end function to be user friendly and helpful."

Samantha Sutter, Business Analyst
Huntington National Bank

Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

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