



SUCCESS STORY

SUMMARY

BANKING | NORTH AMERICA | [24]7 VIRTUAL AGENT

Scotiabank is a leading financial services provider in North America, Latin America, the Caribbean, Central America, and parts of Asia with over 23M customers. Scotiabank deployed [24]7 Virtual Agent on its website to enhance customers' online journeys with timely, relevant answers to their most pressing questions.

Reduction in email volume

20%

Questions answered per year

3.5M

Answer accuracy rate

95%

Knowledge base answers in both EN and FR

3,000

CHALLENGE

As customers increasingly came online to seek help, Scotiabank recognized the need to answer its customers' queries accurately and cost effectively. It wanted to reduce the number of emails it was getting from its website in order to contain rising contact center staffing costs. It was also challenged in gaining any true voice-of-the-customer feedback from its online users.

SOLUTION

To enhance its customers' online journeys with timely, relevant answers, Scotiabank chose virtual agent technology from [24]7.ai. Scotiabank deployed the "AskScotia" virtual agent on its Scotiabank.com and Scotiabankonline.com websites for a variety of use cases.

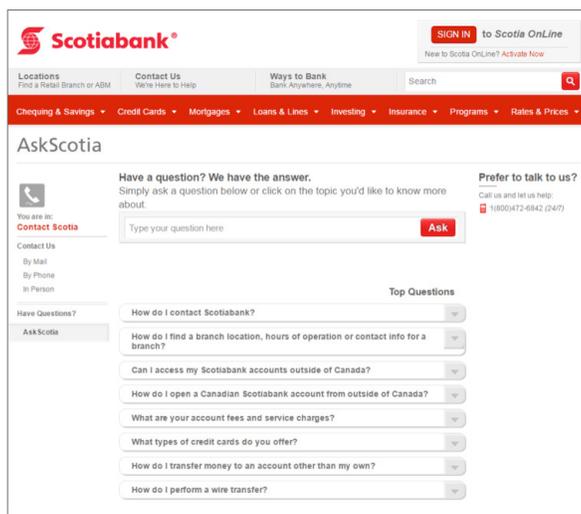
Together, [24]7.ai and Scotiabank co-developed knowledge bases with 3,000 unique answers in both English and French. In addition, Scotiabank is using [24]7 Voices (a voice-of-the-customer analytics tool that analyzes the questions that customers are asking) in order to spot gaps in website content and banking services.

RESULTS

Scotiabank's "AskScotia" and other virtual agents have been a huge success, answering 3.5M customer questions per year with an industry leading 95% answer accuracy rate.

Since the implementation, Scotiabank has experienced a 20% reduction in emails into its contact center, translating into massive savings on contact center staffing costs.

The [24]7 Voices reporting and analytics package has provided Scotiabank with vital voice-of-the-customer insights, allowing the bank to tailor its website content and services to better meet customer needs.



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

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