How can i help you?

Boosting a Global Tier-1 Bank's FCR to 90% Using AI-Powered Customer Support Transformation Solution

Problem Statement

Banks typically manage over 200,000 customer calls every day, with 72% callers demanding immediate resolution.

A global tier-1 bank realised that their contact centre's call handling times were high, First Call Resolution (FCR) was low, and customer data was fragmented, making the overall process less efficient and error prone. The agents lacked real-time context, repetitive manual tasks slowed responses, and frequent query escalations and system-hopping affected both productivity and customer satisfaction.

Approach and Solution

The need was for an AI-driven customer support transformation solution to deliver faster, more consistent outcomes while meeting strict regulatory and data-security requirements. The solution combined Retrieval-Augmented Generation (RAG), Large Language Models (LLMs), and IntelliHub, a proprietary intelligent knowledge management system, to provide a cohesive AI-powered Agent Assist, real-time voice-to-text interaction analysis, and contextual recommendations for the next best action. IntelliHub unified product, transaction and historical interaction data for efficient semantic search, while a bot framework orchestrated seamless communication flow between the customer and the agent. An on-premise, bank-optimised LLM ensured low latency and strengthened data governance. The architecture was deliberately modular, enabling rapid API integration across the domains of Retail, Cards, Loans, Wealth, CRM systems, and contact-centre platforms such as Genesys and AWS. Operationally, the AI captured intent and sentiment in real time, surfaced targeted knowledge snippets, and suggested resolution paths for queries. This reduced the time spent on searching multiple systems and enabled agents to focus on personalised service. Human-in-the-loop checks and compliance guardrails preserved auditability and control.

The Impact

As a result, the bank's FCR climbed to 90% against the industry benchmark 65–73%, average call handling time fell by nearly 50%, agent productivity rose by about 30%, and customer satisfaction scores improved by 5%. The transformation also reduced escalations and transfers, delivered faster onboarding for new products, and created an auditable, scalable platform that balanced superior customer experience with compliance and future adaptability.

The Maveric Edge

An innate ability to bring together domain, platform, and technology expertise to craft contextual solutions to support transformation programs.

A customer centric model geared for high delivery impact.

Proven ability to develop and scale new service lines aligned to customer growth areas.

Technical engagement led customer value creation.

About Maveric

Established in 2000, Maveric Systems is a niche banking and financial services technology specialist, driving operations and technology transformation with AI, data, and automation. Our deep domain expertise across retail banking, corporate banking, wealth management, and capital markets help us translate the complexities of banking into actionable modernization paths. With sharply focused AI-powered platforms and services, we enable CXOs navigate the complexities of the AI era. Our AI-led strategic advisory & consulting, BFS specialist AI talent, ability to establish AI Center of Excellence, and aid the right platform and tool selection ensures AI is implemented with reliability and transparency. CIOs trust us to implement AI safely in highly regulated environments, ensuring that every innovation is governed, reliable, and aligned to the bank's long-term success.

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