

Connected Customer Engagement for a Bangladeshi Commercial Bank

Overview

A commercial bank headquartered in Dhaka, Bangladesh, serves retail, corporate, SME, and Shariah based banking customers. Its contact center needed to support these varied relationships while giving customers consistent access to account information, service requests, and assistance across voice and digital channels.

Disconnected applications and manual processes made it difficult to connect customer information with the interaction in progress. The bank sought an integrated service environment that combined secure self-service, agent assistance, proactive communication, and operational reporting.

Black Box integrated the Avaya contact center environment with SimpleCRM and supporting applications. Working with SimpleWorks on Customer 360, chatbot, and ticketing capabilities, the engagement connected telephony, customer context, service workflows, and analytics to establish a coordinated foundation for customer engagement across the bank's contact center operations and future service development.

Challenges

Agents needed customer information from separate systems while handling inquiries. Without a consolidated view of products, earlier requests, and interaction history, understanding each customer's relationship required additional navigation. Manual complaint and service request tracking also complicated follow up for customers.

Routine inquiries and sensitive PIN services required secure automation. The bank needed bilingual journeys and routing aligned with different customer segments, while preserving verification controls and keeping PIN details away from agents.

Peak queues required call back options and abandoned call recovery. Supervisors also needed consolidated visibility across inbound calls, outbound campaigns, and agent activity, with access beyond desktop reporting to support oversight when away from the contact center floor.

AT A GLANCE

CHALLENGES

- Fragmented systems limited access to customer information
- Manual service requests complicated tracking and follow up
- Peak queues required call back and recovery capabilities
- Supervisors lacked consolidated visibility across contact center operations

SOLUTIONS

- Integrated Avaya telephony with SimpleCRM workspace
- Enabled bilingual self-service and call backs
- Automated outbound campaigns and service workflows
- Deployed dashboards and reporting capabilities

RESULTS

- Customer context available within one unified agent workspace
- Seven outbound campaigns supported by automated dialling capabilities
- 43 reports established across contact center service operations
- Bilingual chatbot available across four customer engagement channels

BENEFITS

- Customer context supports more informed conversations
- Self-service provides alternatives to agents
- Call back options support continued customer engagement
- Consolidated reporting supports daily operational oversight



Solutions

Black Box integrated Avaya telephony, SimpleCRM, and Flair CTI components into a unified agent workspace. Call identifiers connect customer records with IVR journeys, verification status, and service context. SimpleWorks provided Customer 360, ticketing, and chatbot capabilities, with workflows supporting assignment, reminders, and escalation.

Bilingual IVR supports routine banking services and PIN journeys using registered mobile number validation and verification controls. Call back Manager connects an available agent before dialling the customer. Proactive Outreach Manager automates campaigns and adjusts agent allocation between inbound and outbound work.

A centralized data warehouse consolidates operational feeds. Jaspersoft delivers reports, while Grafana dashboards and a supervisor mobile application provide visibility across queues, agent activity, and campaigns. Digital self-service extends through website chat, WhatsApp, Facebook Messenger, and Viber.

Results

The bank now has a unified workspace that brings customer information and call context together. Agents can review tickets and record interactions, while service workflows route requests and escalate overdue activities.

Seven automated outbound campaigns support reminders, lead generation, sales, surveys, announcements, abandoned call recovery, and PIN generation. Digital self-service spans four channels in two languages, Bangla and English, with agent handover capabilities.

Supervisors gain operational visibility through 43 reports, including 9 dedicated outbound reports, 3 live dashboards, and a mobile application. Together, these capabilities consolidate queue conditions, agent activity, and campaign performance, giving management a consistent reporting foundation for service monitoring, staffing decisions, and ongoing operational review.

Why Black Box?

Black Box combined contact center integration, banking service automation, and operational analytics within one engagement. Its work connected Avaya telephony with customer information and service workflows.

Collaboration with SimpleWorks brought Customer 360, chatbot, and ticketing capabilities into the solution, aligning applications with the bank's customer service processes and supervisory reporting needs.