

# Swisscard Virtual Assistant for efficient customer service

After the customer has explained the call reason to the Virtual Assistant, no further explanations are required, and the customer service representative can provide the solution immediately.

First contact resolution rate is enhanced



## Challenge:

Digital transformation represents a fundamental change in the way Swisscard works. It opens up new possibilities for process automation, customer experience improvement and enables new forms of work. The implementation of the Swisscard IVR System by Spitch has led to an exchange of know-how and made a lasting impact on Swisscard as a company.



## Solution:

The Swisscard IVR system picks up the call and asks for the contact reason. The Spitch Virtual Assistant understands the natural language determining the call reason, i.e. the call topic). Based on the «call topic» the customer call is routed automatically to the next best customer service representative with the required skills. The customer service representative receives the call along with a text pop-up showing the reason for the call.



## Benefits:

- The customer satisfaction (NPS) is increased thanks to the speed and ease of using the system.
- The IVR system answers the call after the first ring tone.
- Immediately after the customer explains the call reason, he or she gets connected with a customer service representative, who:
  - a) already knows what the customer wants, and;
  - b) has the right skills to solve the customer enquiry.
- The conversation is reduced to the minimum required.

AECS  
**SWISScard**

Swisscard AECS GmbH is a leading Swiss credit card company. Swisscard is the market leader in Switzerland for both premium card products and cards with partners. Swisscard has received the well-known «Golden Headset Award 2018» for the most innovative contact centre solution in Switzerland. The solution is based on Spitch's AI/NLP technologies.

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GOLDEN  
HEADSET  
Jahre AWARDS 2018

Gewinner Golden  
Headset Award 2018  
Innovation



**Michael Marek**  
COO  
Swisscard

“Technology enables new ways of customer experience. Technology used in the right context — it’s a game changer.”



Spitch provides a full stack of omnichannel conversational AI solutions that improve customer experiences and reduce costs

**VA** Virtual Assistants

**SA** Speech Analytics

**VB** Voice Biometrics

**CP** Chat Platform

**KB** Knowledge Base

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