Maybank Increases Agent Productivity
With Acqueon iAssist Callback Manager

Client

Maybank Group is the largest financial services provider in Malaysia. They offer a host of product suites including loans, enterprise banking, insurance, and treasury services to consumers, investors, entrepreneurs, non-profit organizations, and corporations.

Challenge

The bank's customer service handles inbound calls which are routed through the PBX system to the IVR and subsequently forwarded to the agent via the CTI (computer telephony integration). They were looking to:

- Retain customers by offering callback options for those waiting in queue
- Reduce abandoned call rates by aligning callbacks as per customer convenience customer
- Limit queue lengths
- Overcome customer frustrations

Solution

Maybank trusted Acqueon's iAssist Callback Manager module, a suite of packaged IVR applications built for customer convenience and contact center efficiency. It provided customers with an option to register their phone number, allowing the callback manager to assign an agent to the call at the appropriate time.

Business Outcome

Acqueon enabled the client to:

Experience a dip in call abandon rates and ensure high agent productivity

Give customers more options to be contacted at their most convenient time and number

Eliminate wait times, leaving customers satisfied than ever before