Client story

Modernizing customer experience with an intelligent AI-powered contact center

Client overview

- Ranks as one of Taiwan's top five consumer banks by credit card issuance and transaction volume
- Serves a diverse customer base with comprehensive banking and financial services
- Prioritizes technology solutions that enhance customer service and operational efficiency

Objectives

- Unify omnichannel customer service on a single platform
- Implement intelligent interactive voice response (IVR) to increase customer self-service adoption
- Deploy a user-friendly Agent Desktop with complete contact history
- Integrate computer telephony integration (CTI) and automatic call distribution to optimize resources
- Manage peak customer service volumes without additional human resources

Why Unisys?

- More than 20 years of proven expertise in contact center system application design, development and integration
- Successful track record of modernizing and integrating the latest Genesys CTI platform for other clients

Ability to incorporate AI capabilities and modern web application technology into next-generation intelligent contact center.
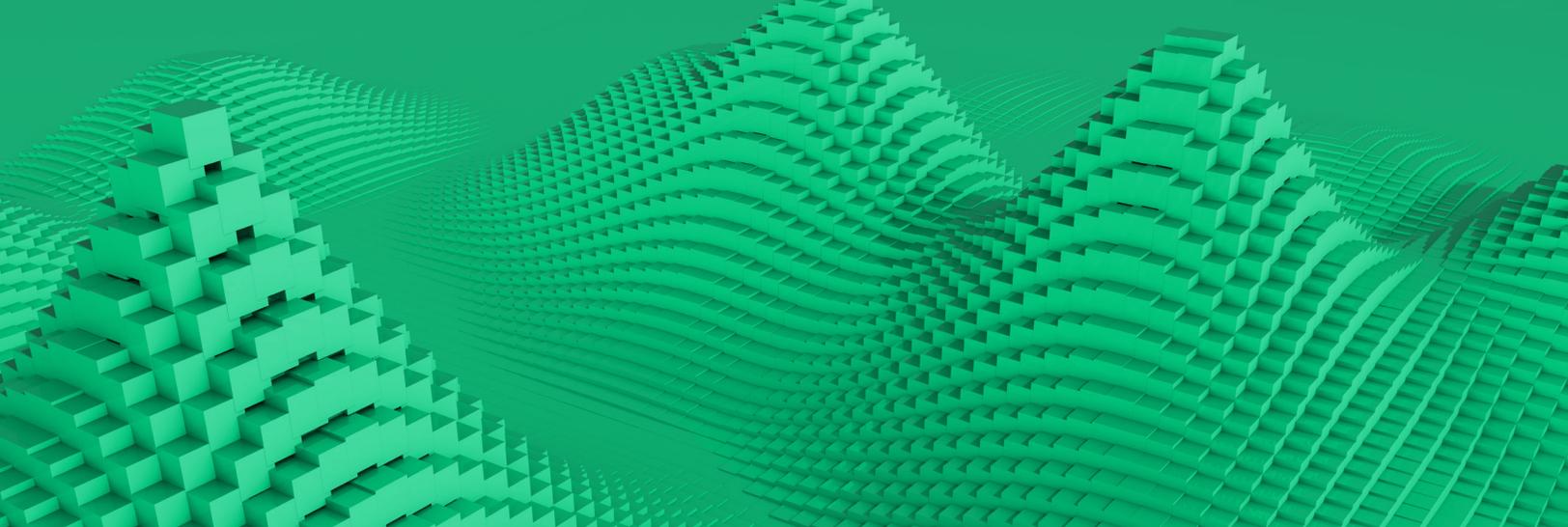
Intelligent contact center with Genesys CTI and AI integration

Unisys Application Development and Transformation solutions to design and implement an intelligent contact center built on an open, agile architecture, including:

- Unified omnichannel platform on Genesys CTI foundation supporting the public switched telephone network (PSTN) and mobile voice, web and in-app calling, IVR, email, and chat

- VoIP telephony system simplifying voice connections and enhancing network management

- Speech-intelligent IVR integrating E.SUN's internal AI for natural language processing and intent recognition

- AI-powered recording system converting all calls to text for supervisor review

- Modern Agent Desktop with single sign-on, website-based softphone and complete customer contact history across all bank channels

- Hybrid auto call dispatching, consolidating all channels into a unified agent interface

Results and benefits

- Enabled customers to describe service needs naturally, with AI recognizing intent and routing calls appropriately

- Consolidated all service channels into a unified platform with hybrid automatic call dispatching for optimized resource management

- Provided agents with complete customer contact history across all bank channels for faster, more informed resolution

- Implemented bilingual service with automatic routing and priority queuing for elderly customers

- Strengthened fraud detection with AI voice-to-text conversion, identifying security keywords in real time

60% reduction in service processing time

33% increase in customer satisfaction

2023 *Harvard Business Review* (China edition) "Excellence in Operations – Large Enterprise" Model Award

Modernizing customer service through intelligent technology

Growing customer demand created an opportunity for E.SUN to rethink how service is delivered. As one of Taiwan's leading consumer banks, rising customer volumes signaled business success—and revealed room to enhance the customer experience. The bank decided to replace its legacy touch-tone IVR systems with a modern call center solution featuring Active Directory integration and unified channel management.

Establishing a smarter customer engagement framework

To support this shift, E.SUN partnered with Unisys, drawing on more than two decades of call center expertise. Before deployment began, the Unisys and E.SUN teams worked closely together to develop and validate a fresh approach to customer service.

The solution uses the Genesys CTI platform to unify PSTN, mobile voice, web calling, email and chat on an open, scalable foundation. VoIP technology streamlines network infrastructure and drastically reduces the need for complex physical connections.

E.SUN took an innovative approach by integrating its internal AI system with the new contact center platform. This forward-thinking strategy upgraded traditional touch-tone menus with natural language processing.

Now, customers simply describe what they need at the start of each call. The system recognizes their voices, understands intent and routes calls intelligently. The system converts calls to text and flags suspicious keywords in real time, automatically triggering fraud alerts to protect customers.

A modern Agent Desktop significantly improved how agents manage and resolve customer interactions. Web-based technology enables true hot-desking through any Chrome browser, while Active Directory integration provides enterprise security with single sign-on. Most importantly, agents have the complete context to resolve customer issues quickly. With an instant view of previous interactions across all channels, agents no longer spend time searching for information.

Measurable results. Award-winning excellence.

Harvard Business Review (China edition) recognized E.SUN's achievement with the 2023 "Excellence in Operations" award, validating the bank's innovative approach. The operational transformation delivered four core advantages: innovative experience, improved service, efficient operations and intelligent management.

Service processing time has decreased by 60%, meaning customers now get answers in a fraction of the previous time. The bank handles increasing volumes while optimizing human resources, solving the challenge that initially prompted the initiative.

Customer satisfaction increased by 33%, reflecting an improved experience across every touchpoint:

- Intelligent voice navigation greatly reduces menu frustration.

- Virtual queuing offers callback options.

- Bilingual routing and elderly customer prioritization show how technology can deliver personalized service at scale.

- AI-powered fraud detection protects transactions while maintaining service responsiveness.
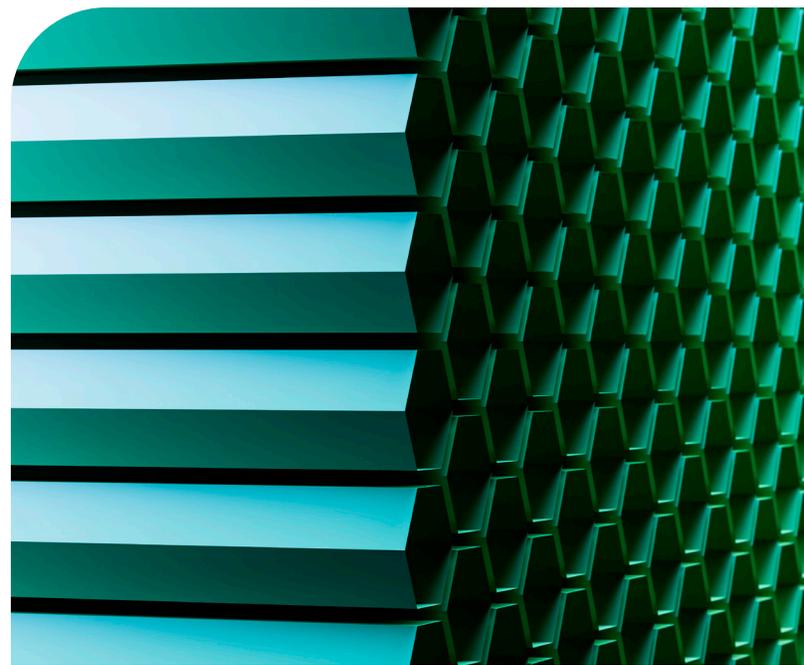
Building a foundation for tomorrow's capabilities

The open architecture and extensibility of E.SUN's next-generation call center enable continuous enhancement, ensuring the bank can adapt as expectations and technologies advance. E.SUN plans to deploy an AI co-pilot for real-time agent assistance during conversations. The partnership between Unisys, E.SUN and Genesys demonstrates how technology, domain expertise and customer understanding combine to drive transformation.

- The Genesys CTI platform provided enterprise capabilities.

- Unisys brought application design and design expertise and implementation experience.

- E.SUN contributed deep banking knowledge and AI capabilities.

Take the next step

To explore how Unisys can modernize your contact center with intelligent technology, visit us online or contact us today.

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