Online banking pioneer overcomes business challenges to meet evolving customer expectations

With headquarters in Montreal, Desjardins is the largest cooperative financial group in Canada. Known as a pioneering leader in online banking solutions, the company has a very diversified range of financial service offerings including wealth management solutions and insurance products, as well as personal and commercial banking services. With more than 47,000 employees and over seven million members and clients, Desjardins has the largest regional presence of any financial institution in the province of Quebec, with a well-established presence in Ontario.

Keeping up with rapidly evolving customer expectations

In today’s competitive financial industry, providing an exceptional customer experience is essential for continued growth. With increasing customer expectations, Desjardins knew they needed to address several specific business challenges to sustain service levels. They struggled to keep up with an increasing call volume, as well as managing a growing number of disparate contact center solutions from multiple vendors. With each line of business having a different portfolio of solutions, it created an inconsistent customer experience across the brand that hindered their service delivery and prevented a global perspective on their business. These challenges were made more complex because each line of business has its own unique set of needs that required extensive, time-consuming customization of each solution.

“The reason why customer experience is so important to Desjardins is that the population demographics are changing”, says Alexandre DuBerger, Section Manager for Desjardins. “It’s be first in the heart of our customers by being there when they need us and to understand their needs.”
SUCCESS STORY: DESJARDINS

Improving efficiencies and reducing total cost of ownership

To address the challenges impacting their customer experience and business efficiency, Desjardins turned to Genesys. This included the deployment of the Genesys Customer Experience Platform, to amalgamate their contact centers onto a single vendor, and the implementation of Inbound Voice, Outbound Voice, Reporting and Interaction Workspace. With these solutions in place, Desjardins can now blend inbound calls with back office work to improve agent efficiency.

"Interaction Workspace is the most visible part of Genesys," says Kim Arseneault, Strategic Advisor for Desjardins. "This is the solution that the agents see, and honestly, when we brought it to life in our contact center, we could hear the agents say, "Hey, the evolution is on!"

A seamless implementation was very important for Desjardin because the contact center is at the heart of their operations and relationships with customers. They moved all of their contact center solutions to Genesys to unify everything to a single vendor. With this consolidated approach, the company can now achieve their customers’ expectations for an omnichannel experience while gaining a global perspective on performance to drive smarter business decisions.

"Genesys is providing us with the ability to build that omnichannel customer experience that we had in mind for our customers," says Kim. "It’s giving us the opportunity to share the same language with all channels that we are deploying throughout the organization."

Results

Since the deployment of Genesys solutions, Desjardins has experienced a reduction in average conversation time by 15 seconds for about two million calls. This reduction is a result of faster customer identification which enables agents to focus more on customer needs rather than identification.

Reducing their number of contact center solution vendors also ensures that their IT team can develop greater expertise and specialization which allows them to better address the needs of their business units. The consolidation has significantly reduced their total cost of ownership of their solutions by 25% compared to handling multiple vendor solutions.

"I truly believe that we have a strong partnership between Desjardins and Genesys," says Kim. "I really feel like Genesys’ people care about our success, and they want to support us in our challenges."

Solutions:

- Genesys Customer Experience Platform
- Genesys Inbound Voice
- Genesys Outbound Voice
- Genesys Interaction Workspace
- Genesys Reporting
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RESULTS

One platform
Single customer experience platform integrates channels and context

Manage more calls
Greater ability to manage increasing call volumes

Better decisions
Global perspective and improved metrics to drive smarter business decisions

Better customer experience
Ability to provide omnichannel customer experience

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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