

1

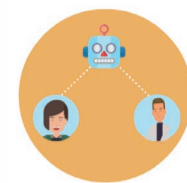
Jenny, on her way to work hears that her favorite clothing store is running a major sale online. That is the last incentive she needed! While trying to survive the traffic jam she decides to call her bank.



Cortana,
please call
Bank4U

2

Bank4U concierge application recognizes that Jenny is a customer and sees that she has had a recent conversation with Ayman, her account Manager, but he is busy with another call.



Hi Jenny!

3

Jenny leaves a voicemail to Ayman. After he listens to the voice message he calls Jenny. However, she's busy with another call. Ayman decides to send her an SMS with a WhatsApp link where she can reach him.



6

During lunch break Jenny decides to call Ayman. She's recognized as a customer with an ongoing conversation and is automatically connected. Jenny informs her choice and Ayman tells her that he will send the application form by email with the terms and conditions. All she has to do next is sign it and drop it at a branch.



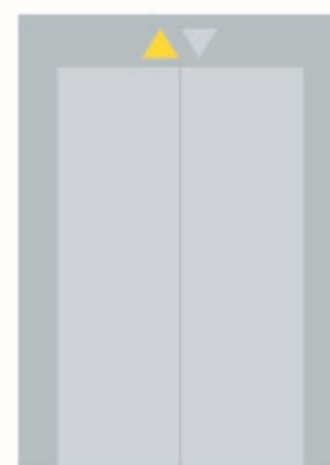
5

Ayman receives the WhatsApp message and sends Jenny a document describing the credit card options. Jenny doesn't answer immediately and Ayman ends the interaction. When she finds it suitable to answer, he will automatically see the open conversation.



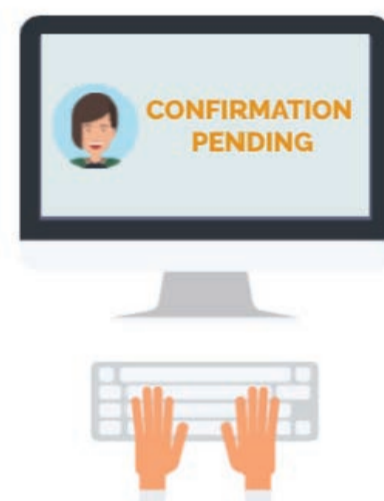
4

Jenny arrives at work and checks her phone while waiting for the elevator. She sees Ayman's message and replies saying that she needs a credit card and asks for the options.



7

Ayman sends the email to Jenny but since the signature is pending, he sets the case to "Pending Signature" and ends the interaction.



8

Jenny calls Ayman and explains that she can't go to the bank and asks if it's possible to do the process remotely. Ayman sends a link to the bank's website via WhatsApp, where Jenny can start a video chat and take care of the subscription.



10

Ayman sends Jenny an SMS with a link to an NPS survey. He sets the case to "Credit card approved" and ends the interaction. Jenny opens the link and fills the survey.



CUSTOMER
SATISFACTION



9

After Jenny signs the documents, Ayman informs her that she will receive the card in the mail in the next few days!

SMS

