

CASE STUDY

Transforming Support Efficiency for a Major Financial Holding Company

Client Profile

A leader in digital banking and credit card services, recognized for innovative technology and user-friendly mobile experiences.



ITHENA helped the digital banking leader **improve customer support, boosting productivity and response times for a better service experience.**

CHALLENGES

The client struggled with:

- Inefficient support workflow leading to decreased operational efficiency
- Lack of contextual communication hindering effective team collaboration
- Prolonged support response times leading to slower customer issue resolution

SOLUTIONS

ITHENA's **Smart Service (iSERV) solution** provided the client with:

1

Ticket Integration with Slack

Eliminated the need to switch between applications for support requests

2

Query Response Time Monitoring

Improved communication efficiency within the support team

BENEFITS

31%

Enhancement in support efficiency

19%

Increase in employee productivity

27%

Improvement in communication



marketing@ithena.ai



www.ithena.ai



4470 Cox Rd, #275
Glen Allen, VA 23060, USA