

Nomination: 21066

Omni-Channel Digital Evolution, Smart Customer Service Without Boundary

Page: General Information

Name of Organization / Company

Far Eastern Int'l Bank.

Logo

Download File (https://asiastevieawards.secure-platform.com/file/33306/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWV1IjozMzZWRVcmwiOiJGYWxzZSI6Imlnb6_CUhzyovpkPHjL7CGRc09RGwJyRZtU7c?feib_logo.jpg)

Web Site Address

<https://www.feib.com.tw/> (<https://www.feib.com.tw/>)

Page: Entry Information

Entry Title

Omni-Channel Digital Evolution, Smart Customer Service Without Boundary

Category

J01 - J04 Award for Innovation in Customer Service > J03. Award for Most Innovative Contact Center of the Year > Financial Services Industries

Submission Format

An Essay of up to 625 Words

Essay

■ FEIB Customer Service Center "Digital Upgrades for a Comprehensive Value Center

Wz the strategic goal of "Elevating Digitization for an Integrated Value Hub," Far Eastern International Bank (FEIB) Customer Service Center has consistently enhanced its service standards. Since 2022, the Customer Service Department has adopted the ISO 10002 Customer Complaint Management System, successfully passing certification by BSI for three consecutive years. In 2024, FEIB further attained the prestigious BSI Royal Mystery Shopper international standard certification along with the Excellence in Service recognition, validating its customer service quality as world-class.

Throughout preparations for RMS certification, customer service representatives navigated rigorous standards. By continuously refining management practices, enhancing cross-departmental collaboration, and leveraging real-time data analytics, the team successfully achieved and maintained superior service consistency.

- Advancing Customer Experience: Omni-channel Multimedia Customer Service
- Committed to enhancing customer experiences, FEIB upgraded its customer service platform in August 2024 to an advanced, Omni-channel multimedia system, significantly enriching digital interactions and engagement.
- 1.Click-To-Dial Technology: Implementing "Click-To-Dial" functionality allows customer service representatives to initiate calls with a single click. Coupled with virtual queue management and advanced Text-To-Speech technology, this system drastically reduces customer waiting times, optimizes personnel workloads, and enables proactive customer engagement during off-peak periods, substantially enhancing response efficiency and customer satisfaction.
- 2.Dynamic Authentication: The introduction of dynamic authentication simplifies customer identification processes, reduces transaction processing times, enhances security, and builds stronger customer trust. These enhancements collectively establish a robust, flexible & highly efficient service operation model.
- 3.Seamless API Integration: To fully embrace digital transformation, FEIB implemented seamless internal and external API integrations. Real-time monitoring systems now oversee service operations, ensuring stability and reliability. These foundational upgrades not only improve current operational efficiency but also pave the way for future AI-driven services and advanced intelligent financial solutions.

■ Chat bot "Xiao Le" The Ultimate Customer Service Companion

Since its launch in 2020, FEIB's Chat bot, "Xiao Le" has been integral to customer service operations, achieving an impressive 95% accuracy rate through advanced natural language processing (NLP) and deep learning technologies. "Xiao Le" seamlessly engages customers across various platforms, including FEIB's official website, mobile banking app, LINE, and Metaverse Branch.

FEIB employs a collaborative model combining live customer service representatives & Xiao Le's AI capabilities, delivering 24/7 comprehensive support through phone, text, video, website, app, LINE& Facebook. Moreover, Xiao Le 's text-based interface facilitates financial inclusive, empowering hearing-impaired customers to independently access financial services.

Furthermore, FEIB integrated intelligent voice routing systems to efficiently handle incoming customer calls. Routine inquiries are effortlessly transferred to "Xiao Le" , significantly speeding up response times. In 2022 alone, "Xiao Le"assisted over 650,000 users, representing 32% of total customer interactions, with an outstanding 95% first-contact resolution rate.

■ "Xiao Le" Transforms into " Avatar Banker " at FEIB Metaverse Branch

In 202412, "Xiao Le" evolved further, becoming FEIB Metaverse Branch's "Avatar Banker" Leveraging sophisticated 3D modeling, topology optimization, and immersive VR technologies, "Xiao Le" now provides a deeply engaging and realistic customer experience within the Metaverse Branch. In its realistic avatar form, "Xiao Le" guides and assists customers through various banking functions, becoming their most reliable virtual banking partner.

This synergy of AI powered customer service with immersive metaverse environments has revolutionized traditional banking interactions, making financial services more approachable, engaging, and relatable for newer generations. Reflecting FEIB's sustainability commitment, "Xiao Le" now appears in ESG-themed attire, emphasizing the bank's dedication to sustainable finance.

■ Impact & Achievements

"Xiao Le" now handles over 90% of customer inquiries and transactions, with intelligent services comprising 36% of FEIB's total interactions as of February 2025. The introduction of the Metaverse Branch significantly amplified social media visibility, boosted brand awareness, and increased financial product sales. Customer satisfaction rates soared above 90%, vividly showcasing the practical realization of FEIB's vision: "Bank Everywhere, Bank Anytime."

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

File 3

[REDACTED]

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

[REDACTED]

[REDACTED]

[REDACTED]

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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