



## CASE STUDY



REGIONAL BANKING CLIENT

CX OVERFLOW + DIGITAL SUPPORT

A regional U.S. bank was overwhelmed by rising call volumes, long wait times, and high abandon rates. With no contact center in place, customers were frustrated and support teams stretched thin. World Connection stepped in as their first CX partner, reducing abandons and stabilizing digital and phone support with a dedicated U.S.-based team.

### THE CHALLENGE

The client was facing a growing wave of frustration from digital-first customers—delayed support, high abandon rates, and disjointed handoffs between branches. Their in-house team, stretched thin, couldn't keep up with fluctuating volume across online and branch channels. Customers calling for simple tasks—wire requests, balance inquiries, account unlocks—were often bounced from branch to branch, sometimes across state lines. Result: angry callers, long wait times, and abandoned calls piling up in the hundreds.

### World Connection's Solution

We deployed a dedicated 11-agent team in Boise, trained to handle the full range of banking inquiries:

- Overflow inbound calls during business hours and peak surges
- Email support to branches for statement requests and form delivery
- Digital banking assistance including account unlocks and internal transfers

**While we were originally brought in for digital support, our flexibility allowed us to scale up overflow services quickly and seamlessly. Our agents became a stabilizing layer between frustrated customers and overwhelmed branch staff.**

### Outcomes

**Monthly Abandoned Calls:** Dropped from ~300+ to under 30 — a reduction of over 90%

**Customer Wait Time:** Improved from 5–10 minutes to under 60 seconds

**CX Escalations:** Shifted from frequent incidents to fewer than 2 escalations per month