



Keeping Customers Happy and Self-Service with Semantic Search at ING Direct

CUSTOMER

ING Direct, part of the ING Group, is a global financial leader with a strong European base that offers online banking services.

CHALLENGE

Simplicity is key when it comes to the customer service experience. The quicker customers can find answers to their questions, the better. ING Direct sought to improve their customer experience by providing timely and accurate responses to customers online before contacting their call center. The challenge was creating a customer communication portal that could understand written customer inquiries and deliver accurate responses.

SOLUTION

Expert.ai developed an advanced semantic search engine for ING Direct to optimize search and information retrieval on their customer portal. The advanced semantic engine combines search, analysis and natural language processing capabilities to bring complete semantic and linguistic understanding to customer queries, including variations in language such as slang or abbreviations.

The semantic engine enables customers to interact with the portal in the same way they would with a live assistant. For example, a customer can ask, "How much does it cost to open a bank account?" and receive an immediate and accurate response. This not only improves the customer experience, but reduces the number of inbound calls to the call center.

BENEFITS

- Reduced costs of inbound customer call center by 6%
- Reduced call center inquiries by 46%
- Dramatically improved customer experience



ING Direct is always looking for innovative and interactive services that extend the range of our offer and ensure more accurate customer support. Expert.ai's semantic technology has allowed us to implement a system that helps us accurately identify customer needs and satisfy them quickly and effectively while improving our call center performance.