



Lloyds TSB trusts eGain

Knowledge-based web self-service provides real value to customers

Deliver high quality and consistent web-based service, around the clock, without expanding our current call centre capacity. Enable our customers to help themselves to accurate, up-to-date product and service information using our website, but deliver it with the service level of our best agents.

This is the challenge that Lloyds TSB Internet Banking presented to eGain.

Company

With 1.5 million active users accessing the service 1.4 times per month on average, the Lloyds TSB Internet banking service, accessed via www.lloydstsb.com, is a great success. It provides customers with free online access to their bank accounts at any time, 24/7, offering a variety of facilities when the customer service desk is closed.

Lloyds TSB Internet banking provides a convenient and secure way to bank online, offering all of the services available at its high-street branches, such as transfers and payments, direct debits, statements, credit cards and overdrafts. Feedback from customers enables a cycle of content fine-tuning, on average every six weeks, aimed at providing the best possible online financial experience to customers.

Challenge

Lloyds TSB recognises the value of providing good and appropriate systems which support the customer journey from initial registration to regular usage of the service. "Providing the best possible experience starts with the initial

registration, ensuring we retain and support customers through their journey to regular and valuable usage of the system," explains Anita Hockin, Head of Marketing at Lloyds TSB. She goes on to say, "First impressions are key when pursuing active customer usage."

"We firmly adhere to the principal that if a customer chooses to bank online with us, then help must be readily available to them at every step of the interaction," explains Stewart Cumming, Head of Customer Contact, Service and Risk. "If the customer needs to disconnect from the site, or use a mobile phone to call our helpdesk then we have failed. We also have numerous overseas customers living in different time zones, who do not wish to make expensive long distance calls. The eGain SelfService functionality is of major benefit to them at all times, but especially when our customer service desks are closed."

Solution

Lloyds TSB needed an eService solution to help customers manage the wealth of information available to them online, encouraging the repeat use of Internet banking. Cheltenham & Gloucester, part of the Lloyds TSB group, had already reported good ROI, working with eGain to reduce agent training times in Cheltenham & Gloucester's call centre. With the high technical requirements laid out by the Bank of England, Lloyds TSB needed a supplier with a proven track record in financial services and, as eGain was already working within the group, eGain was the first choice.

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Anita Hockin
Head of Marketing
Lloyds TSB

“eGain SelfService allows customers to seek answers to common problems, as well as informing us about the quality of the self-service tools. Although we do not currently interact directly with customers through email, their feedback on self-service is invaluable in enabling us to respond to their service requirements using the eGain toolset.”

Jane Longbourne

Operational Manager
Lloyds TSB

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A comprehensive self-service solution based on knowledge management was the answer, and eGain[®] SelfService[™] was the chosen solution.

Implementation

The core objective was to identify the information that should be made available to the customers and the ways in which active users navigate around the website. eGain worked closely with the Lloyds TSB helpdesk agents to determine the type of questions that are asked, the frequency with which they were asked, and how they are resolved. “80 per cent of customer queries relate to the same 20 per cent of possible problems,” comments Andrew Mennie, eGain’s European Vice President and General Manager. “eGain SelfService is a useful tool for educating customers, and greatly assists in reducing repeat calls.”

Once these key customer queries were identified, a series of detailed knowledge maps were created to help build the knowledge base. “From this we were able to provide web self-service directly benefiting Lloyds TSB customers by delivering to them the best practices of the best performing helpdesk agents,” adds Andrew.

eGain SelfService forms an integral part of Lloyds TSB’s Internet retail banking service. On every web page there is a clearly defined help button in the navigation column. When customers require assistance, they click help and a pop-up window immediately appears with clearly presented information. The customer is offered a selection of dynamically generated FAQs and the ability to ask the knowledge base questions using natural, conversational language.

For example, if the customer asks, “How do I transfer funds?” within seconds the knowledge base provides the customer

with a number of options presented as links, such as “Would you like to know more about transfers and how to make them?” The customer clicks on the link and the knowledge base will provide either the page required or a further link until the customer can pinpoint the required information. The service accurately mimics the professional service that a customer would expect from any Lloyds TSB employee.

Although the stated objective was to improve service and manage call volumes, it was understood that some customers still prefer to speak to an agent. Easy escalation to agents is provided to meet this need.

Results

eGain SelfService was met with a positive response when piloted by Lloyds TSB, and the service went live at the end of February 2003.

With over 330 agents in Glasgow and Newport accessing the self-service system on a regular basis, it is important that content is refreshed and updated on a regular basis. Jane Longbourne, the Operational Manager of the eGain application, comments, “Our usage of Internet banking is rising. In April 2004 we had over 1.2 million customers viewing statements, 537,000 paying bills and 401,000 transferring funds. If each customer made a telephone call enquiry our customer service desk would need to be expanded, a costly process. eGain SelfService allows customers to seek answers to common problems as well as informing us about the quality of the self-service tools. Although we do not currently interact directly with customers via email, their feedback on self-service is invaluable in enabling us to respond to their service requirements using the eGain toolset.”