

Transforming Customer Service with AI Agents

A large national bank was under mounting pressure to support its growing customer base. Rising call volumes overwhelmed its traditional call center, leading to longer handling times, higher support costs, and a declining customer experience.

The bank sought a new way to optimize its customer service function in a cost-effective manner that would:

Reduce pressure on contact center agents by automating high-volume tasks (e.g., FAQs), allowing them to focus on complex or high-value customer needs

Meet rising customer expectations for fast, secure, 24/7 access to support via the channel of their choice

Seamlessly integrate with the bank's existing tech stack, which includes a mix of proprietary and SaaS solutions

To meet these goals, the bank turned to automation—and specifically, to AI agents—as a strategic way to modernize its customer service model.





Solution

The bank looked for a partner to help transform its customer relationships using emerging AI technologies—offering instant support that would improve both efficiency and satisfaction. “Our goal was to take repetitive requests handled by call center agents and turn them into digital interactions,” said the bank’s innovation officer, who oversaw the project.

After an extensive search, the bank decided to use the DRUID platform to develop an AI agent that would help customers self-resolve simple, rote requests (e.g., FAQs or login assistance) through their preferred digital channel and provide assistance to live human agents.

DRUID led development of the AI agent, supported part-time by just three bank employees: a business analyst, a developer, and a business-line owner. The project moved from planning to implementation **in just three weeks.**

With these capabilities in place, the AI agent quickly became a cornerstone of the bank’s digital support strategy and delivered measurable impact almost immediately.

Results

Since going live, the AI agent has not only reduced hold times and expanded digital service access—it has also, importantly, proven adaptable across a range of high-impact use cases.

Case in point: when the bank updated its mobile application, every customer needed new login credentials. Rather than burden human support staff with this rote, high-volume task, the AI agent took over and helped **tens of thousands of users get new IDs autonomously** within just a few months.

Even better, the agent's flexible architecture allows the bank to easily make centralized changes that could be instantly scaled across its network. Notably, following the introduction of a government program that allowed families to defer credit interest payments, the agent's capabilities were easily tweaked and scaled out to help users enroll in the program without needing live support.

Overall, the agent significantly reduced wait times, expanded digital service access, and helped the bank meet rising customer expectations, without adding headcount.

Following the successful implementation, the bank expanded its partnership with DRUID. It developed four additional customer-facing agents (with another in development) and supported two subsidiaries in building their own, with two more in pre-launch. The bank also tapped DRUID to develop three employee-facing agents across HR, SME (Small & Medium Enterprise) Services, IT Helpdesk & Operations—with a fourth underway.

Today, DRUID-powered agents are not just a support tool; they're a strategic asset helping the bank scale smarter, serve faster, and deliver better experiences across every line of business.



92,000

Average customer sessions/month

10

Live AI agents with 4 more in development

28,362

Login IDs automatically delivered

3

Weeks from planning to launch