

SUCCESS STORY

Improved CX using AI as an accelerator

A Future-Ready Case Study by Cubastion

Company Name

Cubastion Consulting

Location

India

Impact

From reactive support to intelligent customer experience

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A CASE STUDY

Background

Customer Experience (CX) is undergoing a major shift, with customers expecting instant, personalized, and seamless support as the new standard, while organizations face rising volumes, costs, and pressure on support teams. This case study highlights how Cubastion enables smarter CX modernization through AI moving from reactive, manual support to intelligent, scalable, real-time ecosystems helping enterprises resolve queries faster, boost team efficiency, and deliver consistent, high-quality experiences at scale.

Vision

Cubastion approaches CX modernization as a strategic transformation, not a tool replacement. The goal is to create a future-ready CX architecture where AI augments both customers and support teams.

Core Principles of Cubastion CX Modernization Framework:

- **Instant-first CX:** Resolve customer queries in real time wherever possible.
- **AI-augmented teams:** Empower agents, not replace them.
- **Scalable by design:** Handle growth without linear cost increase.
- **Data-driven intelligence:** Learn continuously from every interaction.

Challenges Faced

As digital adoption accelerates, organizations are increasingly facing a widening gap between rising customer expectations and the limitations of traditional CX capabilities.

● CX Challenges Organizations Face Today

- Customers expect real-time query resolution across all channels
- Support volumes are growing faster than team capacity
- Manual ticket handling has become a scalability bottleneck
- Support agents spend a significant portion of their time on repetitive, low-value queries
- Inconsistent experiences across chat, email, and self-service portals are eroding customer trust

● Business Impact of Limited CX Modernization

Without CX modernization, organizations are already experiencing:

- Longer response and resolution times
- Higher cost per customer interaction
- Agent burnout and increasing attrition
- Declining CSAT, NPS, and overall customer loyalty

Problem Statement

In a future enterprise CX environment:

- Over 60% of customer queries will be repetitive or predictable
- Customers will abandon channels that do not provide immediate answers

- Human-only support models will struggle to scale cost-effectively
- CX leaders will lack real-time visibility into customer intent and pain points.

The central challenge will be:

How do organizations deliver instant, high-quality customer experiences while controlling operational costs?

Solutions

- ⌚ **AI-Driven Instant Query Resolution:** Cubastion designs and deploys AI-powered virtual assistants capable of handling a majority of customer queries instantly.

Capabilities include:

- Natural language understanding across customer channels
- Real-time answers to FAQs, policy queries, and service requests
- 24x7 availability without additional staffing

Future Impact:

- Customers receive immediate responses
- Support teams are relieved from repetitive workloads
- CX becomes faster, more consistent, and always available

- ⌚ **AI-Augmented Support Agents** Cubastion believes the future of CX is human + AI, not AI alone.

AI will act as a real-time co-pilot for support teams by:

- Suggesting accurate responses
- Auto-surfacing relevant knowledge base articles
- Reducing average handling time per ticket

This results in:

- Higher agent productivity & Faster resolutions

- ⌚ **Intelligent Intent Detection & Smart Routing:** AI will move beyond keyword matching to context-aware intent detection.

Cubastion approach enables:

- Automatic identification of customer intent and urgency
- Smart routing of complex issues to the right agent or team
- Reduced handoffs and faster first-contact resolution

This ensures that:

- High-priority cases are addressed immediately
- Agents receive context-rich tickets
- Resolution cycles are significantly shortened

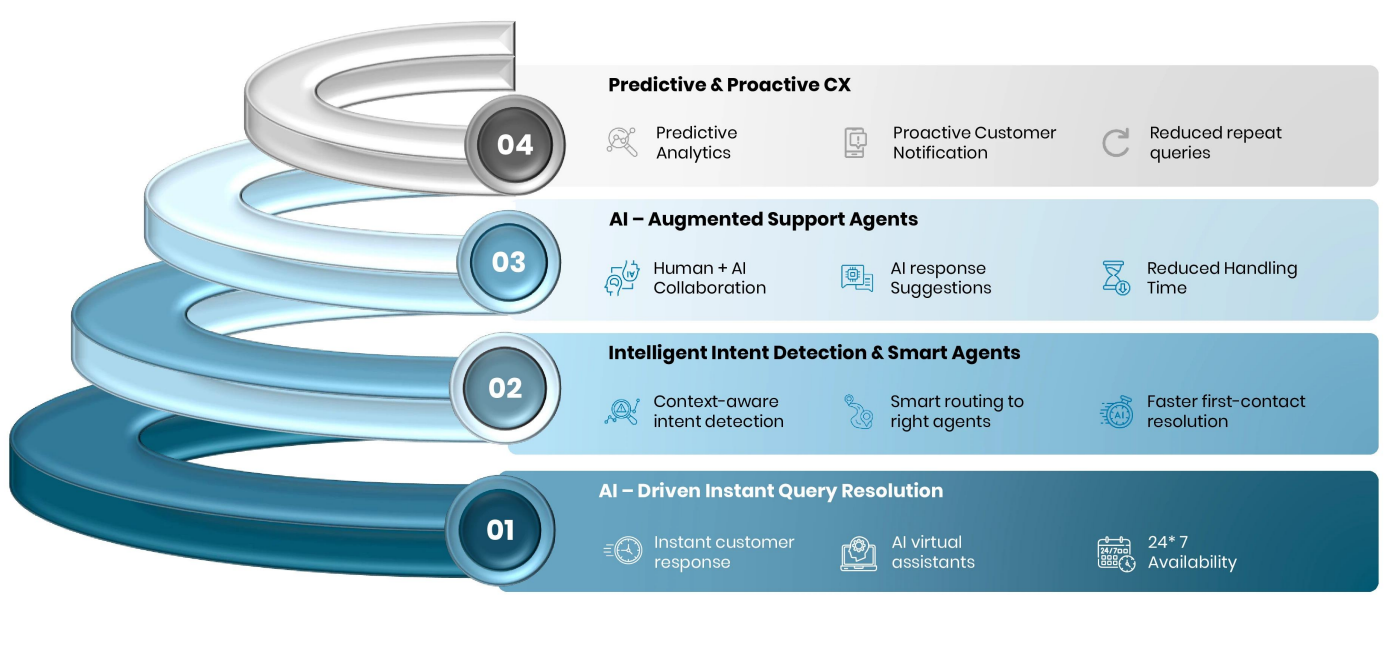
- ⌚ **Predictive & Proactive CX** Rather than waiting for customers to raise issues, Cubastion AI-driven CX models enable proactive support.

Using predictive analytics:

- Potential issues are identified before escalation
- Customers are notified proactively
- Repeat queries are reduced significantly

This shifts CX from reactive problem-solving to proactive experience management.

Cubastion AI – Powered CX Solution



Proven Impact: AI-Powered CX Transformation in Digital Banking

Today's banking customers expect instant, personalized, and seamless support across web, mobile, IVR, and messaging platforms. Yet many banks continue to operate on legacy, human-centric CX models that struggle to scale.

High volumes of repetitive queries balance checks, transaction status, card blocking, KYC updates are handled manually, leading to:

- Slow response times
- Inefficient routing
- Rising operational costs
- Agent burnout
- Declining customer satisfaction

Cubastion addresses this gap by embedding AI across the CX ecosystem enabling banks to deliver intelligent, scalable, and proactive customer experiences.

The Cubastion AI-Powered Banking CX Framework

1. Instant Query Resolution

An LLM-powered conversational layer integrated with core banking systems and knowledge repositories enables real-time, context-aware responses across all digital channels.

Result

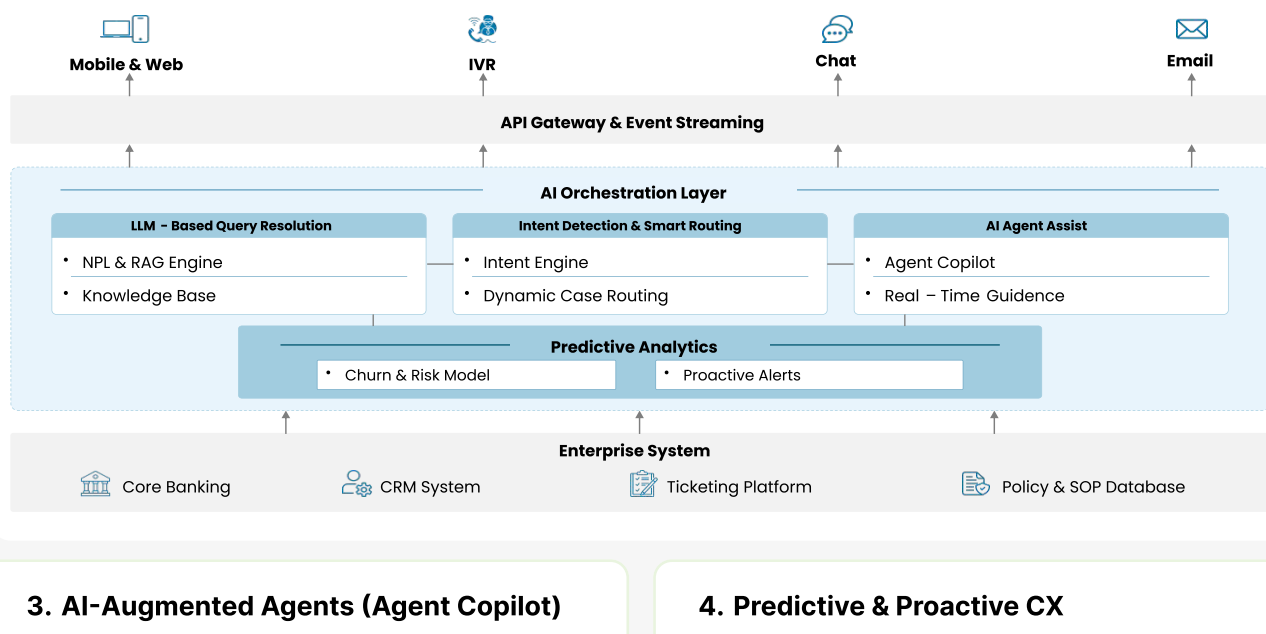
Customers receive immediate answers for routine queries 24x7 without increasing headcount.

2. Intelligent Intent Detection & Smart Routing

AI dynamically analyzes customer interactions to identify intent, urgency, and complexity, ensuring each request is routed to the right specialist.

Result

Faster first-contact resolution and reduced customer effort.



3. AI-Augmented Agents (Agent Copilot)

Cubastion embeds real-time AI assistance into the agent desktop to provide:

- Context-aware response suggestions
- Knowledge retrieval
- Compliance-validated recommendations
- Automated conversation summaries

Result

Higher productivity, improved accuracy, and shorter resolution cycles.

4. Predictive & Proactive CX

By continuously analyzing interaction and transaction data, Cubastion enables predictive insights that anticipate service failures, churn risk, and repeat contacts.

Result

Proactive notifications and preventive service shifting CX from reactive to anticipatory.

Business Outcomes

Operational Efficiency

- 52-68%** of Tier-1 customer queries resolved instantly through AI automation
- 32-44%** reduction in average response time
- 25-38%** reduction in average handling time (AHT)
- 18-27%** reduction in ticket escalations

- 20-30%** improvement in first-contact resolution (FCR)
- 35-50%** reduction in repeat contact rates
- 15-22%** decrease in operational support costs

ABOUT CUBASTION

Cubastion helps global companies run their mission-critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at www.cubastion.com

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