



novobanco is a finalist in the ‘best use of technology in retail banking’ category of the banking tech awards 2024

Lisbon, Portugal - November 05, 2024 - Novobanco has been selected as a finalist in the 'Best Use of Tech in Retail Banking' category of the Banking Tech Awards 2024, in recognition of its innovative Contact Hub project. This recognition highlights the bank's dedication to digital transformation and its commitment to enhancing the customer experience.

In recent years, there has been a notable shift in customer relationships, with an increase in the use of digital channels to resolve everyday banking issues. However, there are still instances when human contact is essential. In order to facilitate this transition, novobanco is implementing a Contact Centre as a Service (CCaaS) tool, Talkdesk, which has been designed to:

- ✓ Automate the resolution of simple questions through the mIA virtual assistant.
- ✓ Redirect pure customer service calls to the contact centre.
- ✓ Direct commercial calls to the branches.
- ✓ Minimise waiting lists at branches by redirecting calls to other branches when necessary, balancing loads and matching the most qualified employee to serve the customer.

The implementation of the Contact Hub will enable novobanco to enhance its commercial potential and improve customer satisfaction. It is anticipated that branches will be able to handle 25% of incoming calls and reduce costs by redirecting less valuable interactions to automated channels.

Luis Ribeiro, Chief Commercial Officer, commented: 'This award is a testament to the exceptional commitment of the Contact Hub project team to providing the best possible experience for our customers. Being nominated as finalists for this award reflects the hard work and effective collaboration demonstrated by all members of the team.'

About novobanco

Novobanco is a Portuguese universal service bank that provides a full range of financial products to customers in the corporate and individual segments. Currently with around 1.6 million customers and assets of 44 billion euros, it is the 4th largest bank in the national market, with a market share of approximately 10%. Novobanco continually endeavours to offer the best customer experience through an omnichannel relationship based on transparency, simplicity, and security in all its products and services.