

4 first direct



VIDEO INTERGRATION OF LIVE AGENTS INTO THE KNOWLEDGEBASE PLATFORM

First direct are a unique telephone and internet-based retail bank with over 1.25 million customers across the UK. Established in 1989, the Leeds based division of HSBC has continued to pioneer new services to increase their value proposition.

In a move to breathe life into their online customer experience, first direct approached us to create online self-service FAQ videos. The aim of this new and innovative platform was to help guide users through the online registration programme. This would alleviate calls to their contact centre and give their help content system more personality. We managed a full creative process for first direct: writing, scripting, shooting, and editing the full live action videos.

Filming real first direct staff, we shot on location at their Leeds and Hamilton contact centres, providing a full selection of makeup and wardrobe options to reflect the brand. Looking back on this enormous success, it was really good fun to craft this on-brand experience for first direct.

THE RESULTS

Reduced inbound calls to contact centre

Answer FAQs and improve CSAT scores

24/7 frontline customer assistance



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