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Chicago, IL

Business Intelligence Group (B.I.G.) Recognizes Citi Retail Services With Two Awards for Excellence in Customer Service

*Prestigious Awards Received for Technology of the Year and Transformation of the Year in
the Large Organization Category in Peer-Judged Competition*

Retail Services received TWO awards from the **Business Intelligence Group (B.I.G.) for Excellence in Customer Service in 2019.**

The awards were presented in the large organization category for both **Technology of the Year** and **Transformation of the Year**. These awards, some of the most prestigious in the industry, are peer-judged through a unique scoring system that selectively measures across multiple business domains. Previous winners include Cisco, AT&T and Wells Fargo. Retail Services was previously recognized with a B.I.G. Innovation award for the Entity Linkage Framework initiative.

The Technology of the Year award was for improved IVR customer self-servicing experience through enhanced technologies and leveraging of customer data. Over a two-year period CRS upgraded its IVR platforms to a modular table driven application. This forward compatible application allowed CRS to add to the IVR innovative technologies such as SMS and Mobile enabled Visual IVR, Enhanced Authentication leveraging carrier data and customer behaviors, Stored Customer Preferences, and expanded customer self-service options.

The Transformation of the Year award was for the roll-out of our new Credit Initiation System seeking to enhance the credit card application experience for customers and improve efficiency and internal performance metrics. In this transformation we had two primary objectives: 1) to increase "straight through processing" (STP) rates for applications without negatively affecting approval rates and 2) for direct customer interactions, to enhance customer experience by reducing the amount of time customers spend on the phone.

"I want to thank everyone who worked on both of these programs. Each of these initiatives took thousands and thousands of hours to create and implement," Retail Services COO Loren Kranz said. "The efforts of the entire team have paid off – and will continue to pay off – in enhanced service to our customers, greater efficiency and industry-leading innovation."

You can view the full B.I.G. [press release here](#).