

Banca Intesa ramps up customer service to meet needs of rapidly growing client base

Case study

Banca Intesa Beograd, a market leader in the highly competitive Serbian banking sector, sought to upgrade its contact and data centers in order to further enhance and develop its services. It turned to Algotech, a contact center specialist that has vast experience in working with numerous banks across Central and Eastern Europe. Together they transformed Banca Intesa's contact center into a profit center, lowering operating costs in tandem with increasing the level of client service through all communication channels.

A MARKET LEADER'S NEEDS

Banca Intesa serves over 900,000 Serbian clients from whom it receives over 130,000 calls a month, serving them through a telephone customer service since 2002. However, the constantly growing number of clients called for an upgrade of its increasingly stretched contact and data centers. Since Banca Intesa is devoted to keeping its market leading position in Serbia, it could ill afford to take any short cuts or make any compromises concerning its customer service. Nothing but the best would do.

ENHANCEMENT CLOSELY LINKED TO MARKET LEADERSHIP PROSPECTS

Banca Intesa aims to remain a leader in the corporate segment and become the out and out market leader in retail by the end of 2008.

"Since the bank has such ambitious plans and it already handles more than 4,000 calls a day, we had to provide the most secure and reliable telecommunication solutions," explains Aleksandar Bakoč, Managing Director of Algotech Serbia. "As a result of the contact center enhancement, Banca Intesa improved the level of service, operations responsiveness, cost-efficiency and the overall effectiveness of multi-media channel sales."

ENHANCED FUNCTIONALITY GALORE

The enhanced contact center and data center provides numerous benefits. For example, clients are now able to get in touch with Banca Intesa at any time they wish through several media channels, and get information via the interactive voice recording system.

Value created

- 24/7 access to Banca Intesa contact center through several media channels
- Service level constantly above 80%
- Caller identification based on their telephone number
- Average call handling time significantly decreased
- All conversations recorded providing high accuracy and security
- Use of automated response service reached 50%



More information on customer service solutions can be found at www.algotech.eu

The contact center also identifies the caller based on the telephone number they dial in from, and the contact center agent obtains extra information about the caller that enables them to handle the call more quickly.

The most appropriate agents are located by the system based on the choices made by the caller from the menu. All conversations are recorded, and voice files stored.

Furthermore the crucial major business goals were realized. The service level is constantly above 80%, and the use of automated response service reached 50%. Both of these numbers are above expectations.

NEW SERVICES INTRODUCED

With the help of its new communication system, Banca Intesa was able to take the opportunity to introduce new services, including telephone banking and automated response. Telephone banking allows Banca Intesa clients to conduct transactions through talking to a call center agent. Using this mode of communication, customers can pay their monthly bills; buy and sell foreign currency; pay off credit card bills; transfer funds to other accounts; and check

balances on accounts and payment cards. The automated response service, whereby users provide the relevant data via pressing keys on the handset, allows clients to quickly and easily check balances on their accounts and payment cards; exchange rates; features of every product of the bank; and current promotions and campaigns at any time.

These provision of these services give Banca Intesa a serious competitive edge over the competition in the Serbian banking market who are yet to introduce such advanced services.

MORE EFFICIENT WORK SATISFIES STAFF

Solutions delivered by Algotech not only enables the automation of working processes, but also lets Banca Intesa carry out the quantitative and qualitative assessment of its staff.

“CTI (Computer Telephony Integration) brings us reliable methods for measuring the percentage of handled calls and completed tasks,” says Aleksandar Cucurević, Banca Intesa’s Contact Center Manager.

“Performance measurement, better shift planning and

About Banca Intesa

Banca Intesa Beograd is the market leading bank in Serbia providing services for over 900,000 clients. It is a member of the newly founded Intesa Sanpaolo group, the largest banking group in Italy which is ranked sixth in Europe according to market value. The group has more than 18 million clients and a network of around 7,000 branches in 34 countries of the world. It counts more than 6 million customers and 1,400 branches in the region of Central and Eastern Europe - including Albania, Bosnia and Herzegovina, Croatia, the Czech Republic, Hungary, Romania, Russia, Serbia, Slovakia, Slovenia and the Ukraine.

improved time management provide us with better performance and more satisfied staff. The staff’s well being and motivation is of huge importance to us.”

TECHNICAL TERMS

Algotech advised Banca Intesa to use the Avaya Interaction Center (AIC), Avaya Media Server S8710 and Media Gateway G650 platforms. These solutions delivered the rock solid foundation on which a highly flexible converged

network that meets Banca Intesa telephony needs could be built. Meanwhile, maximum uptime is ensured by the S8710 Intel processor based server which runs on the Linux operating system and uses two processors to enhance reliability. The Interactive Voice Response (IVR) system responds with pre-recorded or dynamically generated audio messages to help callers with how to best proceed with the call. The Nice Perform System provides restricted liability, fraud detection, business intelligence, and centralized storage options in a VoIP (Voice Over Internet Protocol) environment.

Solutions delivered

- *Avaya Communication Manager*
- *Avaya Interaction Center 7.1*
- *Nice Perform System*
- *CMS based on SUN platform*
- *Interactive Voice Response*

By calling a call center agent, clients can:

- *Pay monthly bills previously registered at the branch*
- *Buy and sell foreign currency*
- *Pay credit card bills*
- *Transfer funds to other accounts*
- *Check balances on accounts and payment cards*

Using automated response, clients can check:

- *Balances on their accounts and payment cards*
- *Balances of reserved funds*
- *Exchange rates*
- *Features of every product of the bank*
- *Current promotions and campaigns.*



About Algotech

Algotech is the very first regional provider of contact center solutions in Central and Eastern Europe. Algotech delivers complex but flexible telecommunications and customer service solutions which enable businesses to handle customer interactions in an effective and profitable manner. Understanding the local needs of companies, Algotech is aiming to secure the leading position in Central and Eastern Europe.

Algotech employees have participated in setting up more than 200 contact centers. In Europe, Algotech has delivered telecommunications solutions to organisations such as American Express, Avon, BAT, Belgrade Airport, Citibank, DHL, E.ON, First Data International, Global Payments Europe, GTS, ING, Interoute, Michael Page International, Raiffeisen Bank, Telekom Serbia, Telenor, Tikkurila, TNT, UPC.

For more information, see www.algotech.eu